

**SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

369



**FROM:** Office on Aging

**SUBMITTAL DATE:**  
July 16, 2013

**SUBJECT:** Approve FY2013/2014 (from 07/01/2013 through 03/31/2014) Contract Agreement between Riverside County Office on Aging and Council on Aging for Health Insurance Counseling and Advocacy Program (HICAP).

**RECOMMENDED MOTION:** That the Board of Supervisors:

1. Approve and Authorize Chair to execute Contract Agreement between Riverside County Office on Aging and Council on Aging for the period of July 1, 2013 to March 31, 2014.
2. Return all 4 copies to the Office on Aging for further processing.

**BACKGROUND:** Funds provided under this agreement support the provision of services, programs and other activities for senior citizens countywide in accordance with the Older Californians Act. The services provided by Health Insurance Counseling and Advocacy Program (HICAP) include counseling and advocacy for Medicare beneficiaries and community education to the public at large.

Continued next page

FISCAL PROCEDURES APPROVED  
PAUL ANGULO, CPA, AUDITOR-CONTROLLER  
BY Samuel Wong 7/19/13  
SAMUEL WONG

*Michele Wilham*  
Michele Wilham  
Director

<b>FINANCIAL DATA</b>	Current F.Y. Total Cost:	\$ 309,239.00	In Current Year Budget:	Yes
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	No
	Annual Net County Cost:	\$ 0	For Fiscal Year:	13/14

<b>SOURCE OF FUNDS:</b> Federal 30.8% and State 69.2%	Positions To Be Deleted Per A-30	<input type="checkbox"/>
	Requires 4/5 Vote	<input type="checkbox"/>

**C.E.O. RECOMMENDATION:**

APPROVE

**County Executive Office Signature**

BY: Lani Sison  
Lani Sison

**MINUTES OF THE BOARD OF SUPERVISORS**

On motion of Supervisor Ashley, seconded by Supervisor Stone and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Jeffries, Tavaglione, Stone, Benoit and Ashley  
Nays: None  
Absent: None  
Date: July 30, 2013  
xc: Office on Aging, Purchasing, Auditor

Kecia Harper-Ihem  
Clerk of the Board  
By: [Signature]  
Deputy

Prev. Agn. Ref.: 3.34 09/25/12

District: All

Agenda Number:

3-39

ATTACHMENTS FILED  
WITH THE CLERK OF THE BOARD

PURCHASING & FLEET SERVICES  
 Robert Howdyszal, Director  
 FORM APPROVED COUNTY COUNSEL  
 BY NEAL R. KIPNIS  
 DATE 7/17/13  
 Departmental Concurrence

Consent  
 Policy  
 Consent  
 Policy

Dep't Recomm.:  
 Per Exec. Ofc.:

**FROM:** Office on Aging  
Page 2

**Date:** 07/16/2013

**SUBJECT:** Approve FY2013/2014 (from 07/01/2013 through 03/31/2014) Contract Agreement between Riverside County Office on Aging and Council on Aging for Health Insurance Counseling and Advocacy Program (HICAP).

**BACKGROUND:** (continued)

This term of this agreement is from July 1, 2013 to March 31, 2014 in the amount of \$309,239 and the sources of funds are \$95,176 Federal (30.8%) and \$214,063 State (69.2%).

The California Department of Aging (CDA) has mandated that the Federal Sequestration Reductions be realized within the Federal Fiscal Year to which they correspond. The HICAP federal grant period is April 1st to March 31st of each year. The end date of this contract corresponds to the end of the current HICAP federal grant (March 31st). An additional contract, and the related Form 11, that contains funding for the next HICAP grant period beginning in April 2014 will be submitted at a later date.

Detailed information regarding Council on Aging services to be performed is located in their agreement under Attachment A (Scope of Work).

This agreement reflects the current contract from California Department of Aging and is subject to some modifications based on the State final legislative process.

There is no impact to County General Funds and we are requesting no additional matching requirements.

**CONTRACT CONTENTS CHECKLIST**

**FISCAL YEAR 2013/2014**

**July 1, 2013 - March 31, 2014 (Nine Months)**

Contract with: **Council On Aging - Orange County**

Check each box when complete

Contract: (4) Signed Signature Pages:

Four Signature Pages Only

Attachment A:

Attachment A: Scope of Work - HICAP Reimbursement (Ins. Fund); HICAP Funds and HICAP Federal Base/SHIP Funds

Attachment B:

Attachment B: Individual Contractor Allocation - HICAP Reimbursement (Ins. Fund); HICAP Funds and HICAP Federal Base/SHIP Funds

Attachment C:

Attachment C: Contract Budget Program/Activity - HICAP Reimbursement (Ins. Fund); HICAP Funds and HICAP Federal Base/SHIP Funds

**Insurance Copies:**

Attach a copy Certificate of Insurance

**Expiration Dates**

\* Requires additionally insured letter

<input checked="" type="checkbox"/>	Workers Compensation	7-1-14
<input checked="" type="checkbox"/>	*Commerce General Liability	7-1-14
<input checked="" type="checkbox"/>	*Vehicle Liability	7-1-14
<input checked="" type="checkbox"/>	General Insurance	7-1-14
<input checked="" type="checkbox"/>	Professional Liability	if applicable

Board Resolution Stmt & Signatures

Authorization to enter into agreement

Organizational Chart:

Include names and job titles

AGENCY CONTRACTS REPRESENTATIVE PLEASE FILL OUT THIS CONTRACT CONTENTS CHECKLIST FORM COMPLETELY AND RETURN WITH CONTRACT PACKAGE.

\* Failure to include all required documents that are complete and correct will result in the package being returned to me via regular mail. The returned package will include a statement indicating the reason(s) for return. Execution of this Contract and the availability of funds WILL be delayed.

\* Please provide the name(s) of the person(s) who complete the Monthly Reports and Reimbursements:

Lisbeth Roberts (714) 479-0107 x 276

Monthly Reports/Name/Phone Number

Miriam Boulger (714) 479-0107 x 215

Reimbursements/Name/Phone Number

Lroberts@coaac.org

Please provide an email address for your agency

\* Upon receipt of a complete and correct contract package, the contract will be executed and a copy sent to.

Lisbeth Roberts

SIGNATURE/DATE  
(DIRECTOR OR DESIGNEE)

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**FOUR  
SIGNATURE  
PAGES**

Amendment Number:

1. This Agreement is entered into between the Riverside County Agency and Contractor named below.

Riverside County Agency Name  
Office on Aging

Contractor Name  
Council On Aging - Orange County

2. The term of this Agreement is: July 1, 2013 - March 31, 2014 (Nine Months)

3. Maximum amount of this Agreement: \$309,239.00  
Three Hundred Nine Thousand Two Hundred Thirty-Nine

4. The parties agree to comply with the terms and conditions of the following exhibits which are by this reference made a part of the Agreement.

Attachment A Scope of Work - HICAP Reimbursement Ins. Fund - HICAP Funds  
HICAP Federal Base SHIP Funds

Attachment B Individual Contractor Allocations - HICAP Reimbursement Ins. Fund - HICAP Funds  
HICAP Federal Base SHIP Funds

Attachment C Contract Budget Program/Activity - HICAP Reimbursement Ins. Fund - HICAP Funds  
HICAP Federal Base SHIP Funds

Exhibit A

Exhibit B

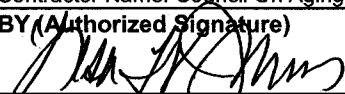
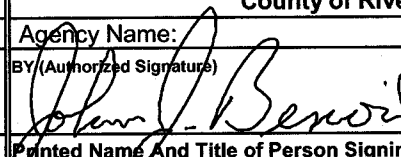
Exhibit D


Exhibit E

FORM APPROVED COUNTY COUNSEL  
BY:  DATE 7/17/13  
NEAL R. KIPNIS

The Office on Aging obligations stated in the attached Exhibits shall be obligations of the Contractor under this Agreement.

IN WITNESS WHEREOF, this Agreement has been executed by the parties hereto.

Contractor		County of Riverside	
Contractor Name: Council On Aging - Orange County ( HICAP)		Agency Name:	
BY (Authorized Signature) <u></u>	Date Signed <u>6/24/13</u>	BY (Authorized Signature) <u></u>	Date Signed <u>7/30/13</u>
Printed Name And Title of Person Signing Lisa Wright-Jenkins <u>President &amp; CEO</u>		Printed Name And Title of Person Signing <b>JOHN J. BENOIT CHAIRMAN, BOARD OF SUPERVISORS</b>	
Address  1971 East 4th Street, Suite 200 Santa Ana, CA 92705		Address	

ATTEST:  
KECIA HARPER-JHEM, Clerk  
By   
DEPUTY

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**ATTACHMENT A  
SCOPE OF WORK**

**HICAP Reimbursement  
(Ins. Fund)**

## ATTACHMENT A

### SCOPE OF WORK

FY 2013 – 2014

July 1, 2013 – March 31, 2014 (Nine Months)

### COUNCIL ON AGING ORANGE COUNTY HEALTH INSURANCE COUNSELING AND ADVOCACY PROGRAM HICAP REIMBURSEMENT (Ins. Fund)

#### PROGRAM DESCRIPTION

- A. Describe the proposer agency's interest in providing the HICAP services, and the overall concept that the agency intends to use in the provision of HICAP services. Explain the qualifications and accomplishments that would indicate the proposer's ability to deliver the services by this RFP. Document any previous relevant training and experience applicable to HICAP services.

Council on Aging – Orange County (COAOC) has provided Health Insurance Counseling and Advocacy Program (HICAP) services since the program merged with the Council on Aging–Orange County in 1998. We work with all Orange County senior centers and social security offices to provide Medicare and related insurance counseling at those locations, and we receive many referrals from the Office on Aging Information and Assistance service to our own call center. We also work with many organizations in the community such as faith based groups, civic organizations, professional groups and other aging services providers to offer educational trainings to Medicare beneficiaries, their families and caregivers and professionals about all topics related to Medicare.

As the current holder of the Orange County HICAP contract from the Orange County Office on Aging and San Bernardino County HICAP contract from DAAS, COAOC provides services to more than 5,700 counseling clients, including over 11,900 enrollment and assistance contacts each year. In addition, in the 2010-11 fiscal year, we conducted 358 Public and Media events, reaching over 900,000 individuals. Many of these individuals were reached through our extensive media outreach in the Vietnamese and Latino communities, attendees at our in-person community education presentations, health fairs and other community events. Additionally, we provide over 200 hours of legal representation and legal backup support to approximately 50 HICAP clients each year. Thanks to the tireless efforts of the qualified staff and the more than 90 HICAP Volunteers, COAOC is unrivaled in the ability to provide Health Insurance Counseling and Advocacy Program (HICAP) services to the Orange County community.

In addition to managing the Orange County HICAP program, COAOC also holds the contract for the Title III & VII Long-Term Care Ombudsman Program, a state and federally mandated program that protects and advocates for Orange County's 30,000 older and disabled adults living in skilled nursing and residential care facilities. Over 1,750 resident complaints are investigated, mediated & resolved annually.

HICAP, Long-Term Care Ombudsman and the other COAOC programs rely on the support of more than 400 volunteers. The success of all COAOC programs depends heavily on the successful recruitment, training and retention of qualified and dedicated volunteers. COAOC HICAP program we currently have 94 registered volunteers and have just completed one of the two New Counselor trainings that we offer each year. Twenty volunteers attended our most recent new

counselor training and this number will assist in maintaining the volunteer base. The average length of time that HICAP volunteers have been with the COAOC program is four years. HICAP Volunteers serve as HICAP Counselors, Community Educators, Long-Term Care Counselors and LTC Educators. Riverside HICAP Counselors will be expected to carry out one-to-one client counseling services, peer supervision, and administrative duties. Registered Community Educators will be expected to provide community educations as well as their standard counselor responsibilities. LTC Counselors will be expected to provide counseling on complex LTC cases including policy review. All the pertinent volunteer data will be tracked via the Counselor Intake form and time sheet but the Volunteer Coordinator.

**Recruitment:** Recruitment of volunteers will be an ongoing process. Consistent with COAOC practices, volunteers will be recruited through marketing and outreach efforts. Strategies will include: recruitment during community education events, invitations to join via regular mail and media campaigns (traditional and social). Additionally, the COAOC HICAP will acquire referrals from existing HICAP Volunteers, the Senior Medicare Patrol (SMP), and online volunteer recruitment websites.

**Training:** The COAOC HICAP Program currently has a systematic and comprehensive training and supervision structure. This process is delivered in the form of state mandated training, professional development workshops, individual monitoring, and group supervision. All trainings are conducted by the Program Manager, Legal Counsel and subject matter experts from CMS and the California Health Advocates.

All new HICAP staff and volunteers must complete a formal training process established by the California Department of Aging, to be registered as HICAP Counselors. This training incorporates Medicare information, HICAP policies and procedure, and COAOC office protocols. To be eligible for registration, trainees must complete the initial 32 training, successfully pass a final exam and complete 15 hours of internship under the supervision of an experienced HICAP Counselor. After the initial training, HICAP Counselors must participate in a minimum of 12 hours of continuing education each year to improve their qualifications and maintain their registration status. Our program will offer monthly in-services delivered by experts in the field of health care and roundtable meetings, facilitated by experienced counselors, to provide sufficient opportunities to meet this requirement.

**Retention:** Ongoing volunteer recognition is one key factor to retaining volunteers. COAOC HICAP conducts an annual volunteer recognition event as well as continual recognition of volunteers at the monthly training in-services.

COAOC will replicate all successful methodologies to provide services in Riverside County. In addition, COAOC will conduct a more aggressive media/marketing campaign to better reach eligible participants in more rural and distant areas of the county.

- B. Describe the proposed strategies and methods that will be used to provide the HICAP services to the broadest possible targeted population. Include who will be served, how, where, and when the services allowed under HICAP will operate. Describe the different levels of services allowable under HICAP rules and demonstrate an understanding of the requirements, responsibilities, and technical training need for operating a HICAP. Describe how these services would be managed in a cost efficient and effective manner**



by the proposer agency. Include a statement of how the program will satisfy the service requirements outlined in the RFP and the agency's understanding of HICAP specifications.

In Riverside County the following Service Units will be accomplished:

Clients served: 1,500

Public and Media Events: 104

Total Contacts: 6,029

Estimated People Reached at Public and Media Events: 15,000

Contacts with Medicare Beneficiaries Due to Disability: 887

Contacts with Low Income Beneficiaries: 2,308

All Enrollment / Enrollment Assistance Contacts: 4,491

Part D (Only) Enrollment / Enrollment Assistance Contacts: 1,133

Full Time Equivalent (FTE) Counselors/ (Counseling Hours): 22.05 FTEs / 6,029 Hours

### **Volunteer Recruitment, Training and Retention:**

**Methodology:** HICAP, Long-Term Care Ombudsman and the other COAOC programs rely on the support of more than 400 volunteers. The success of all COAOC programs depends heavily on the successful recruitment, training and retention of qualified and dedicated volunteers. In the COAOC HICAP program there are 94 registered volunteers and have just completed one of the two New Counselor trainings that we offer each year. Twenty volunteers attended our most recent new counselor training and this number will assist in maintaining the volunteer base. The average length of time that HICAP volunteers have been with the COAOC program is four years. HICAP Volunteers serve as HICAP Counselors, Community Educators and Long-Term Care Counselors. Riverside HICAP Counselors will be expected to carry out one-to-one client counseling services, peer supervision, and administrative duties. Registered Community Educators will be expected to provide community educations as well as their standard counselor responsibilities. LTC Counselors will be expected to provide counseling on complex LTC cases, which includes policy review. All the pertinent volunteer data will be tracked via the Counselor Intake form and time sheet but the Volunteer Coordinator.

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**Retention:** Ongoing volunteer recognition is one key factor to retaining volunteers. COAOC HICAP conducts an annual volunteer recognition event as well as continual recognition of volunteers at the monthly training in-services.

### **Public and Media Events**

**Methodology:** A network of paid staff and volunteers will provide community education. Volunteers must be registered HICAP counselors who have undergone training in public speaking and HICAP presentations. Each year a listing of available topics will be provided to area senior centers, congregate meal sites, service organizations and churches. The organizations may call and arrange dates and times for speakers to be present. Additionally, the successful COAOC seminar called "Roadmap to Medicare" which was specifically designed for newer retirees will be duplicated in Riverside County.

**Data Collection:** Community education data will be collected by the Community Education and Outreach (CE) Coordinator with the assistance of Registered HICAP Community Educators. The CE Coordinator will track all HICAP education requests on Public and Media (PAM) Reports. This information includes Medicare related seminar topics, location, and audience. The HICAP Community Educators will report estimated number of CE attendees back to the CE Coordinator to finalize the PAM Reports. The HICAP Manager will analyze the accuracy of all monthly and quarterly program reports for quality control.

In 2009 the California Department of Aging implemented the SHARP system for HICAP data collection. COAOC is actively using this system to track all data and would continue without interruption for Riverside County.

### **Client Counseling Units of Service**

**Methodology:** We will work with most, if not all, the senior centers and social security offices in Riverside, to provide Medicare and related insurance counseling at those locations. We will also accept referrals from the County Information and Assistance line to our call center. The Program Manager and Bilingual Outreach Specialist will conduct ongoing culturally competent presentations to introduce the program to the general public and community organizations. Our outreach plan will also incorporate a strong media campaign such as newspaper articles and advertisements published in local newspapers and radio spots and public service announcements. This media campaign will be crucial tool to reach clients in rural areas as well as recruiting potential volunteers, and educating the community about Medicare. Volunteers will be the backbone of the success for the Riverside HICAP and will make personalized Medicare counseling on a large scale possible.

To meet the demand for HICAP counseling generated by the various outreach strategies described in the previous section, HICAP will organize counseling sites in many cities while paying special

attention to cities where high concentrations of minority populations and high concentrations of Low Income Individuals reside. Although poverty affects all races and ethnicities a higher percentage of individuals from minority populations are low income. Counseling sites established to increase accessibility for limited English speaking individuals will also be more accessible to individuals that have low income.

- C. Describe any experience in providing public education, training, or public informational presentations. Demonstrate the ability to learn about and perform in areas of government programs, long-term care planning, and consumer protection issues.

### **Public and Media Events**

**Methodology:** A network of paid staff and volunteers will provide community education. Volunteers must be registered HICAP counselors who have undergone training in public speaking and HICAP presentations. Each year a listing of available topics will be provided to area senior centers, congregate meal sites, service organizations and churches. The organizations may call and arrange dates and times for speakers to be present. Additionally, the successful COAOC seminar called "Roadmap to Medicare" which was specifically designed for newer retirees will be duplicated in Riverside County.

As a whole, COAOC has a strong history of outreach to the community through its six programs, serving over 75,000 people, on a one-to-one basis, annually. Efforts to promote the program will involve close collaboration with all other COAOC programs. Many of our existing programs have a counterpart in Riverside County and COAOC will forge a collaboration to disseminate HICAP outreach materials. One example is the Long Term Care Ombudsman program.

We have also experienced success reaching low-income Medicare beneficiaries by following several outreach strategies which we will continued in the County of San Bernardino. The following is a brief overview of these strategies:

- Media Campaign – HICAP Outreach Specialists will use the media to reach low-income beneficiaries. Our current Vietnamese Outreach Specialist, Tyree Ngo, has a weekly radio show about Medicare and frequently discusses Medicare related low-income assistance program that extends throughout Southern California. Tyree also writes a weekly newspaper article and often promotes HICAP services targeting limited income clients. Her articles have generated calls from the all of Southern California because of it availability on the internet. We also have established relationships with major Spanish Radio Stations; one example is AM 1020 Univision Radio, a trusted source of important news and information.
- Low Income Housing Communities – HICAP will regularly contact low income housing communities and mobile home parks to schedule presentations. Many of these communities have newsletters where we will post information to promote HICAP services. HICAP currently contributes several articles in the Mobil Home News newspaper.
- Training Professionals – We will contact many agencies that serve low-income clients and schedule trainings for their employees. Referrals will be encouraged.

Historically, we have received many referrals from organizations such as the Social Services Agency.

In an effort to reach more individuals that are entitled to Medicare due to disability COAOC HICAP will partner with community organizations that serve this population. Some of these organizations include: NAMI, Braille Institute, Alzheimer's Association and the Social Security Administration. Our outreach efforts in partnerships with these organizations will increase our visibility with underserved disabled individuals.

Last year the COAOC HICAP Program conducted more than 350 presentations. These presentations were conducted by a network of paid staff and volunteer Community Educators and Long-Term Care Insurance Educators. Bilingual Community Educators also perform ongoing culturally competent outreach in English, Spanish, Tagalog, Vietnamese, Mandarin and Korean to introduce the program to the general public and community organizations. It is our intent to model this structure to generate impressive performance numbers in Riverside County.

We currently employ the several bilingual Counselors and Outreach Specialists. These educators have many years of experience, ranging from 3 to 20 years, and will be available to offer support to the Riverside Outreach and Education Team.

**Data Collection:** Community education data will be collected by the Community Education and Outreach (CE) Coordinator with the assistance of Registered HICAP Community Educators. The CE Coordinator will track all HICAP education requests on Public and Media (PAM) Reports. This information includes Medicare related seminar topics, location, and audience. The HICAP Community Educators will report estimated number of CE attendees back to the CE Coordinator to finalize the PAM Reports. The HICAP Manager will analyze the accuracy of all monthly and quarterly program reports for quality control.

In 2009 the California Department of Aging implemented the SHARP system for HICAP data collection. COAOC is actively using this system to track all data and would continue without interruption for Riverside County.

## **STAFFING CAPABILITY AND PATTERN**

### **A. Describe the staffing pattern that is proposed for HICAP services, and include job titles where applicable, and supervisory lines of authority.**

Finance Director:

- Performs the accounting and financial operations of the agency, including general ledger, financial reporting, and audit and tax preparation.
- Ensures compliance with all applicable funding contract terms and conditions, state and federal laws and generally accepted accounting principles.
- Manages employee benefits and human resource files.

Executive Assistant:

- Provides primary administrative support to the President/CEO and Director of Finance/HR.
- Responsibility includes benefits management, payroll, processing funds and invoices, data entry, preparing documents and reports, conducting research projects, and meeting facilitation.

Department Director:

- Manage the following administrative program functions
  - Personnel, budgets, monthly program expenses, contracts, reporting, and outcome measurement
- Provide leadership and technical support to the HICAP Program Manager to ensure the HICAP contract requirements are accomplished
- Ensure continued program funding by completing HICAP and other grant proposals as needed.
- Oversee the proper use of SHARP for reporting and track trends with SHARP reports
- Review and finalize counseling data in SHARP
- Oversee quality control measurement tools

Program Manager/Supervisor:

- The HICAP Program Manager will manage the day-to-day operations of HICAP.
- General oversight responsibilities will include the supervision of personnel and volunteers.
- Oversee all HICAP related activities including supervision & technical support of staff and volunteer counselors, call center, counseling sites and SHARP reporting.
- Review and finalize counseling data in SHARP
- Promote awareness of the Council on Aging – Orange County and HICAP services in the community through networking, public speaking engagements and writing opportunities.
- Provide essential leadership and inspiration to the Health Insurance Services/HICAP department.
- Receive & respond to inquiries and complaints made by or on behalf of Medicare beneficiaries.
- Adhere to terms, and meet deliverables of all HICAP department grants.

Legal Counsel:

- The Attorney will offer limited legal assistance to Medicare beneficiaries with preparation for Administrative Law Judge Hearings.
- Additionally, this positions will enter legal services data in SHARP

Volunteer Coordinator:

- The HICAP Volunteer Coordinator will conduct volunteer recruitment, supervise volunteer activities and provide recommendations for additional volunteer training.
- In addition, this position required the planning of volunteer trainings.
- The Volunteer Coordinator will also ensure that all volunteer related data (ex. New counselor registration data, on-going training, non-counseling time, etc.) is entered in SHARP in a timely manner.
- The management of Senior Center Counseling Sites is also under the supervision of this position

Education and Outreach Coordinator:

- The Education and Outreach Coordinator will create and maintain Medicare presentation materials.
- Supervise outreach and presentations conducted by the Outreach Specialist.
- Track the Public and Media Event data on SHARP/Peerplace
- Conduct outreach to community partners to raise awareness about HICAP services.

- Provide Medicare Seminars in the community.

Outreach Specialist (bilingual Spanish):

- The Outreach Specialist will conduct the following job functions:
  - Client case management
  - Take Spanish speaking client cases as necessary.
  - Telephone counseling as assigned.
  - Complete all SHARP documentation and submit required records when due.
  - Collaborate with HICAP volunteers and community partner organization leaders
  - Present Spanish language Medicare seminars.
    - Submit all required documentation to HICAP Outreach and Education Coordinator and SHARP

HICAP Counselors (Staff and Volunteer):

- The HICAP Counselors are responsible for:
  - Completing the New Counselor Registration (maintain registration)
  - After one year of counseling attend the LTC registration training (mandatory for staff)
  - Answer in-bound Call Center client calls
  - Provide HICAP counseling to eligible participants
  - Enter all counseling data in SHARP
  - Assist with SHARP data entry for volunteers that are yet trained on SHARP

**B. Describe the project management, technical staff, and the effective use of a broad cadre of volunteer HICAP Counselors. Describe technical staff functions and general duties, including those responsibilities that will be assigned to volunteer HICAP Counselors.**

**Methodology:** Volunteer HICAP Counselors play a vital role in any HICAP program, but especially for COAOC. Currently, COAOC HICAP has 94 Registered HICAP Counselors and just completed a New Counselor training class this month. We project that we will recruit and train 15 volunteers during fiscal year 2013-14 for the Riverside HICAP. This will add to the existing base of registered counselors.

HICAP Volunteers serve as HICAP Counselors, Community Educators and Long-Term Care Counselors. Riverside HICAP Counselors will be expected to carry out one-to-one client counseling services, peer supervision, and administrative duties. Registered Community Educators will be expected to provide community educations as well as their standard counselor responsibilities. LTC Counselors will be expected to provide counseling on complex LTC cases, which includes policy review. All the pertinent volunteer data will be tracked via the Counselor Intake form and time sheet but the Volunteer Coordinator.

**Recruitment:** Recruitment of volunteers will be an ongoing process. Consistent with COAOC practices, volunteers will be recruited through marketing and outreach efforts. Strategies will include: recruitment during community education events, invitations to join via regular mail and media campaigns (traditional and social). Additionally, the COAOC HICAP will acquire referrals from existing HICAP Volunteers, the Senior Medicare Patrol (SMP), and online volunteer recruitment websites.

**Training and evaluation:** The COAOC HICAP Program currently has a systematic and comprehensive training and supervisory structure. This process is delivered in the form of state mandated training, professional development workshops, individual monitoring, and group supervision. All trainings are conducted by the Program Manager, Legal Counsel and subject matter experts from CMS and the California Health Advocates.

All new HICAP staff and volunteers must complete a formal training process established by the California Department of Aging, to be registered as HICAP Counselors. This training incorporates Medicare information, HICAP policies and procedure, and COAOC office protocols. To be eligible for registration, trainees must complete the initial 32 training, successfully pass a written final exam and complete 15 hours of internship under the supervision of an experienced HICAP Counselor. After the initial training, HICAP Counselors must participate in a minimum of 12 hours of continuing education each year to improve their qualifications and maintain their registration status. Our program will offer monthly in-services delivered by experts in the field of health care and roundtable meetings, facilitated by experienced counselors, to provide sufficient opportunities to meet this requirement.

As the primary HICAP trainer, the Program Manager attends CDA Semi-Annual HICAP Training's, Center for Medicare Medicaid Services (CMS) sponsored trainings and Medicare Stakeholder conference calls. These trainings provide the Program Manager an advanced level of Medicare knowledge and case resolution.

The HICAP Outreach Specialists and other HICAP Counselors that perform community education will be registered as General Community Educators. The 4 hour Community Educator training consists of the following:

- Observation of at least 2 HICAP Presentations conducted by an experienced Community Educator
- Performance of one presentation in the presence of a Community Educator.

HICAP Staff Counselors that have been registered for at least 12 months and have gained an advanced level of Medicare knowledge may attend additional training to become registered Long-Term Care (LTC) Counselors. The process to be registered as a LTC Counselor includes a 12 hour advanced training which covers LTC policy review, coverage options and LTC Settings.

**Support and recognition:** The HICAP Volunteer Coordinator will directly supervise the newly recruited and existing volunteers. Group supervision will occur monthly in the form of volunteer in-service meetings. During these meetings the Volunteer Coordinator will evaluate the skill level of each volunteer, makes recommendations for additional training, and collects intakes and timesheets. Volunteer support and recognition will also entail the following proposed activities:

- Frequent volunteer contact and support via telephone, periodic notes and email.
- Recognition of the on-going contributions of our Volunteer HICAP Counselor formally on an annual basis and informally on an ongoing basis, as funds allow.
- Selection of a HICAP Volunteer of the Year made by the Program Manager and recognized at an annual volunteer appreciation celebration.

## **COORDINATION WITH NETWORK OF AGING SERVICES**

**A. Describe the methods that will be employed to coordinate with other aging/senior network services, community based services, and other HICAP services.**

In an effort to reach more individuals that are entitled to Medicare COAOC HICAP will partner with community organizations that serve this population. Some of these organizations include: NAMI, ADRC, Braille Institute, Alzheimer's Association, Department of Social Services, Senior Centers, and the Social Security Administration. Our outreach efforts in partnerships with these organizations will extend our outreach capacity. HICAP will contact the different agencies to coordinate HICAP presentations for the staff that work directly with the clients. These presentations will include information for the proper referral process and distribution of HICAP collateral material so they may assist in the marketing of the program. The success of each partnership will be measured by tracking the sources of client referrals. This will allow HICAP to focus resources on the most successful strategies.

**B. Describe the proposer agency's experience in cooperative relationships with community based services. Describe experience, if any, working with regulatory agencies at the state and federal levels.**

As a whole, COAOC has a strong history of outreach to the community through its six programs, serving over 75,000 people annually. Efforts to promote the program will involve close collaboration with all other Riverside Office on Aging programs. Our Long-Term Care Ombudsman program has paid staff or volunteer advocate assigned to each of the 1,000+ care facilities in Orange County some of which are for disabled adults. We would mirror our current relationship with the Ombudsman program in Riverside County. The Ombudsmen can disseminate HICAP outreach materials in many of their sites. Likewise the In-Home Care Management Department, which provides services to home bound and disabled adults, will promote HICAP Counseling to their clients.

COAOC has an existing relationship with the following regulatory agencies:

- CMS Program Integrity
- Health Services Advisory Group (HSAG)
- CA Department of Managed Health Care (DMHC)
- CA Department of Insurance
- CMS Office of Hearing and Appeals
- CA Office of Inspector General (OIG)
- CA Department of Justice (DOJ)
- Federal Bureau of Investigation (FBI)

**C. Describe the coordination between the counseling and legal services, as required by law. Indicate how the proposer agency will coordinate legal services/representation if contracted for.**

**Methodology:** COAOC HICAP offers very limited legal assistance. Our attorney, Julie Schoen, provides assistance in preparing for Administrative Law Judge Hearings and HMO expedited appeals. When a client calls in or meets with a counselor and the case involves filing an appeal or appearing before an Administrative Law Judge, the attorney is contacted by the HICAP Program Manager. The attorney then takes over the case and advises or represents the client. The majority of



the cases to date are related to denials of coverage or problems accessing care in an HMO. The attorney documents her cases and files legal service reports that can be accessed by the HICAP Program Manager.

## **OUTREACH AND PUBLICITY**

A. Describe how the proposer agency intends to communicate with culturally diverse communities within the service jurisdiction and the underserved populations.

As a whole, COAOC has a strong history of outreach to the community through its six programs, serving over 75,000 people annually. Efforts to promote the program will involve close collaboration with all other Riverside Office on Aging programs. Our Long-Term Care Ombudsman program has paid staff or volunteer advocate assigned to each of the 1,000+ care facilities in Orange County some of which are for disabled adults. We would mirror our current relationship with the Ombudsman program in Riverside County. The Ombudsmen can disseminate HICAP outreach materials in many of their sites. Likewise the In-Home Care Management Department, which provides services to home bound and disabled adults, will promote HICAP Counseling to their clients.

In an effort to reach more individuals that are entitled to Medicare due to disability COAOC HICAP will partner with community organizations that serve this population. Some of these organizations include: NAMI, ADRC, Braille Institute, Alzheimer's Association and the Social Security Administration. Our outreach efforts in partnerships with these organizations will extend our outreach to underserved disabled individuals.

In the past 4 years the COAOC HICAP Program has conducted an average of 249 presentations per year. These presentations are conducted by a network of paid staff and volunteer Community Educators. Bilingual Community Educators also perform ongoing culturally competent outreach in English, Spanish, Tagalog, Vietnamese, Mandarin and Korean to introduce the program to the general public and community organizations.

We currently employ bilingual Counselors and Outreach Specialists because cultural diversity is very important to COAOC. The combined efforts of Spanish and Vietnamese speaking staff and volunteers offer sufficient bilingual services during regular office hours in the event that all bilingual counselors at the Ontario office are unavailable answering other callers. All bilingual staff and volunteers will provide in person counseling at sites located in communities with a high concentrations of low-income and minority older adults. A high percentage of HICAP low-income clients served will be generated from outreach to limited English-speaking Medicare beneficiaries.

Our multipronged outreach effort will incorporate a media campaign. Tyree Ngo conducts substantial outreach to the Vietnamese community through the media. She promotes COAOC HICAP and educates the Vietnamese community through her weekly Medicare article in the Viet Herald newspaper, weekly radio show on VNCR 106.3 FM and a quarterly news reports on Little Saigon Television.

We have experienced success reaching low-income Medicare beneficiaries by following several outreach strategies that will be continued in Riverside County:

- Media Campaign – HICAP Outreach Specialists will use the media to reach low-income beneficiaries. Tyree Ngo, has a weekly radio show about Medicare and frequently discusses

Medicare related low-income assistance program. Tyree also writes a weekly newspaper article and often promotes HICAP services targeting limited income clients.

- Low Income Housing Communities – HICAP will regularly contact low income housing communities and mobile home parks to schedule presentations. Many of these communities have newsletters where we post information to promote HICAP services. HICAP contributes several articles in the Mobil Home News newspaper.
- Training Professionals – We contact many agencies that serve low-income clients and schedule trainings for their employees. Referrals are encouraged and we have received many from organizations such as the Department of Social Services Agency.

**B. Describe how the agency would conduct market research, how an eligible person would find out about the HICAP services, and what methods you would use to bring them into the system.**

COAOC utilizes the SHARP counseling intake form which includes a question about how the client has heard about HICAP. This intake question is constantly reinforced to COAOC volunteers as a critical tool for tracking successful outreach campaigns. If we purchase ad space in a newspaper or pay for radio airtime, the usefulness of these outreach tools will be gauged by inquiring of the participant, how they learned of HICAP. Outreach strategies that produce the highest number of calls to HICAP will be duplicated. This method will be used in the Riverside HICAP service area.

**INYO/MONO AREA AGENCY PROGRAM SUPPORT**

**A. Describe how the agency will assist the Inyo/Mono Area Agency with program and technical support as described in Section L., Office on Aging Requirements**

All services and methodologies used in Riverside County will be used to assist clients in the Inyo/Mono services area.

The following Service Units will be attained in PSA 16:

Clients served: 30  
Public and Media Events: 18  
Total Contacts: 192  
Estimated People Reached at Public and Media Events: 241  
Contacts with Medicare Beneficiaries Due to Disability: 21  
Contacts with Low Income Beneficiaries: 67  
All Enrollment / Enrollment Assistance Contacts: 164  
Part D (Only) Enrollment / Enrollment Assistance Contacts: 119  
Counseling Hours: 118 Hours

**B. Describe the coordination between the counseling and legal services, as required by law, indicate how the proposer agency will coordinate legal services/representation if contracted for.**

**Methodology:** COAOC HICAP offers very limited legal assistance. Our attorney, Julie Schoen, provides assistance in preparing for Administrative Law Judge Hearings and HMO expedited appeals. When a client calls in or meets with a counselor and the case involves filing an appeal or

appearing before an Administrative Law Judge, the attorney is contacted by the HICAP Program Manager. The attorney then takes over the case and advises or represents the client. The majority of the cases to date are related to denials of coverage or problems accessing care in an HMO. The attorney documents her cases and files legal service reports that can be accessed by the HICAP Program Manager.

## **OUTREACH AND PUBLICITY**

**A. Describe how the proposer agency intends to communicate with culturally diverse communities within the service jurisdiction and the underserved populations.**

**Methodology:** The Program Manager and Bilingual Outreach Specialist will conduct ongoing culturally competent presentations to introduce the program to the general public and community organizations. Our outreach plan will also incorporate a strong media campaign such as newspaper articles and advertisements published in local newspapers and radio spots and public service announcements. This media campaign will be crucial tool to reach culturally diverse clients and individuals residing in rural areas. This media outreach will also assist in the recruitment of potential volunteers, and educating the community about Medicare. Volunteers will be the backbone of the success for the Riverside HICAP and will make personalized Medicare counseling on a large scale possible.

To meet the demand for HICAP counseling generated by the various outreach strategies described in the previous section, HICAP will organize counseling sites in many cities while paying special attention to cities where high concentrations of minority populations and high concentrations of Low Income Individuals reside. Although poverty affects all races and ethnicities a higher percentage of individuals from minority populations are low income. Counseling sites established to increase accessibility for limited English speaking individuals will also be more accessible to individuals that have low income

**ATTACHMENT A  
SCOPE OF WORK**

**HICAP Funds**

## ATTACHMENT A

### SCOPE OF WORK

FY 2013 – 2014

July 1, 2013 – March 31, 2014 (Nine Months)

### COUNCIL ON AGING ORANGE COUNTY HEALTH INSURANCE COUNSELING AND ADVOCACY PROGRAM (HICAP Funds)

#### PROGRAM DESCRIPTION

- A. Describe the proposer agency's interest in providing the HICAP services, and the overall concept that the agency intends to use in the provision of HICAP services. Explain the qualifications and accomplishments that would indicate the proposer's ability to deliver the services by this RFP. Document any previous relevant training and experience applicable to HICAP services.

Council on Aging – Orange County (COAOC) has provided Health Insurance Counseling and Advocacy Program (HICAP) services since the program merged with the Council on Aging– Orange County in 1998. We work with all Orange County senior centers and social security offices to provide Medicare and related insurance counseling at those locations, and we receive many referrals from the Office on Aging Information and Assistance service to our own call center. We also work with many organizations in the community such as faith based groups, civic organizations, professional groups and other aging services providers to offer educational trainings to Medicare beneficiaries, their families and caregivers and professionals about all topics related to Medicare.

As the current holder of the Orange County HICAP contract from the Orange County Office on Aging and San Bernardino County HICAP contract from DAAS, COAOC provides services to more than 5,700 counseling clients, including over 11,900 enrollment and assistance contacts each year. In addition, in the 2010-11 fiscal year, we conducted 358 Public and Media events, reaching over 900,000 individuals. Many of these individuals were reached through our extensive media outreach in the Vietnamese and Latino communities, attendees at our in-person community education presentations, health fairs and other community events. Additionally, we provide over 200 hours of legal representation and legal backup support to approximately 50 HICAP clients each year. Thanks to the tireless efforts of the qualified staff and the more than 90 HICAP Volunteers, COAOC is unrivaled in the ability to provide Health Insurance Counseling and Advocacy Program (HICAP) services to the Orange County community.

In addition to managing the Orange County HICAP program, COAOC also holds the contract for the Title III & VII Long-Term Care Ombudsman Program, a state and federally mandated program that protects and advocates for Orange County's 30,000 older and disabled adults living in skilled nursing and residential care facilities. Over 1,750 resident complaints are investigated, mediated & resolved annually.

HICAP, Long-Term Care Ombudsman and the other COAOC programs rely on the support of more than 400 volunteers. The success of all COAOC programs depends heavily on the successful recruitment, training and retention of qualified and dedicated volunteers. COAOC HICAP program we currently have 94 registered volunteers and have just completed one of the two New Counselor trainings that we offer each year. Twenty volunteers attended our most recent new

counselor training and this number will assist in maintaining the volunteer base. The average length of time that HICAP volunteers have been with the COAOC program is four years. HICAP Volunteers serve as HICAP Counselors, Community Educators, Long-Term Care Counselors and LTC Educators. Riverside HICAP Counselors will be expected to carry out one-to-one client counseling services, peer supervision, and administrative duties. Registered Community Educators will be expected to provide community educations as well as their standard counselor responsibilities. LTC Counselors will be expected to provide counseling on complex LTC cases including policy review. All the pertinent volunteer data will be tracked via the Counselor Intake form and time sheet but the Volunteer Coordinator.

**Recruitment:** Recruitment of volunteers will be an ongoing process. Consistent with COAOC practices, volunteers will be recruited through marketing and outreach efforts. Strategies will include: recruitment during community education events, invitations to join via regular mail and media campaigns (traditional and social). Additionally, the COAOC HICAP will acquire referrals from existing HICAP Volunteers, the Senior Medicare Patrol (SMP), and online volunteer recruitment websites.

**Training:** The COAOC HICAP Program currently has a systematic and comprehensive training and supervision structure. This process is delivered in the form of state mandated training, professional development workshops, individual monitoring, and group supervision. All trainings are conducted by the Program Manager, Legal Counsel and subject matter experts from CMS and the California Health Advocates.

All new HICAP staff and volunteers must complete a formal training process established by the California Department of Aging, to be registered as HICAP Counselors. This training incorporates Medicare information, HICAP policies and procedure, and COAOC office protocols. To be eligible for registration, trainees must complete the initial 32 training, successfully pass a final exam and complete 15 hours of internship under the supervision of an experienced HICAP Counselor. After the initial training, HICAP Counselors must participate in a minimum of 12 hours of continuing education each year to improve their qualifications and maintain their registration status. Our program will offer monthly in-services delivered by experts in the field of health care and roundtable meetings, facilitated by experienced counselors, to provide sufficient opportunities to meet this requirement.

**Retention:** Ongoing volunteer recognition is one key factor to retaining volunteers. COAOC HICAP conducts an annual volunteer recognition event as well as continual recognition of volunteers at the monthly training in-services.

COAOC will replicate all successful methodologies to provide services in Riverside County. In addition, COAOC will conduct a more aggressive media/marketing campaign to better reach eligible participants in more rural and distant areas of the county.

- B. Describe the proposed strategies and methods that will be used to provide the HICAP services to the broadest possible targeted population. Include who will be served, how, where, and when the services allowed under HICAP will operate. Describe the different levels of services allowable under HICAP rules and demonstrate an understanding of the requirements, responsibilities, and technical training need for operating a HICAP. Describe how these services would be managed in a cost efficient and effective manner**

by the proposer agency. Include a statement of how the program will satisfy the service requirements outlined in the RFP and the agency's understanding of HICAP specifications.

In Riverside County the following Service Units will be accomplished:

Clients served: 1,500

Public and Media Events: 104

Total Contacts: 6,029

Estimated People Reached at Public and Media Events: 15,000

Contacts with Medicare Beneficiaries Due to Disability: 887

Contacts with Low Income Beneficiaries: 2,308

All Enrollment / Enrollment Assistance Contacts: 4,491

Part D (Only) Enrollment / Enrollment Assistance Contacts: 1,133

Full Time Equivalent (FTE) Counselors/ (Counseling Hours): 22.05 FTEs / 6,029 Hours

### **Volunteer Recruitment, Training and Retention:**

**Methodology:** HICAP, Long-Term Care Ombudsman and the other COAOC programs rely on the support of more than 400 volunteers. The success of all COAOC programs depends heavily on the successful recruitment, training and retention of qualified and dedicated volunteers. In the COAOC HICAP program there are 94 registered volunteers and have just completed one of the two New Counselor trainings that we offer each year. Twenty volunteers attended our most recent new counselor training and this number will assist in maintaining the volunteer base. The average length of time that HICAP volunteers have been with the COAOC program is four years. HICAP Volunteers serve as HICAP Counselors, Community Educators and Long-Term Care Counselors. Riverside HICAP Counselors will be expected to carry out one-to-one client counseling services, peer supervision, and administrative duties. Registered Community Educators will be expected to provide community educations as well as their standard counselor responsibilities. LTC Counselors will be expected to provide counseling on complex LTC cases, which includes policy review. All the pertinent volunteer data will be tracked via the Counselor Intake form and time sheet but the Volunteer Coordinator.

**Recruitment:** Recruitment of volunteers will be an ongoing process. Consistent with COAOC practices, volunteers will be recruited through marketing and outreach efforts. Strategies will include: recruitment during community education events, invitations to join via regular mail and media campaigns (traditional and social). Additionally, the COAOC HICAP will acquire referrals from existing HICAP Volunteers, the Senior Medicare Patrol (SMP), and online volunteer recruitment websites.

**Training:** The COAOC HICAP Program currently has a systematic and comprehensive training and supervision structure. This process is delivered in the form of state mandated training, professional development workshops, individual monitoring, and group supervision. All trainings are conducted by the Program Manager, Legal Counsel and subject matter experts from CMS and the California Health Advocates.

All new HICAP staff and volunteers must complete a formal training process established by the California Department of Aging, to be registered as HICAP Counselors. This training incorporates Medicare information, HICAP policies and procedure, and COAOC office protocols. To be

eligible for registration, trainees must complete the initial 32 training, successfully pass a final exam and complete 15 hours of internship under the supervision of an experienced HICAP Counselor. After the initial training, HICAP Counselors must participate in a minimum of 12 hours of continuing education each year to improve their qualifications and maintain their registration status. Our program will offer monthly in-services delivered by experts in the field of health care and roundtable meetings, facilitated by experienced counselors, to provide sufficient opportunities to meet this requirement.

**Retention:** Ongoing volunteer recognition is one key factor to retaining volunteers. COAOC HICAP conducts an annual volunteer recognition event as well as continual recognition of volunteers at the monthly training in-services.

### **Public and Media Events**

**Methodology:** A network of paid staff and volunteers will provide community education. Volunteers must be registered HICAP counselors who have undergone training in public speaking and HICAP presentations. Each year a listing of available topics will be provided to area senior centers, congregate meal sites, service organizations and churches. The organizations may call and arrange dates and times for speakers to be present. Additionally, the successful COAOC seminar called "Roadmap to Medicare" which was specifically designed for newer retirees will be duplicated in Riverside County.

**Data Collection:** Community education data will be collected by the Community Education and Outreach (CE) Coordinator with the assistance of Registered HICAP Community Educators. The CE Coordinator will track all HICAP education requests on Public and Media (PAM) Reports. This information includes Medicare related seminar topics, location, and audience. The HICAP Community Educators will report estimated number of CE attendees back to the CE Coordinator to finalize the PAM Reports. The HICAP Manager will analyze the accuracy of all monthly and quarterly program reports for quality control.

In 2009 the California Department of Aging implemented the SHARP system for HICAP data collection. COAOC is actively using this system to track all data and would continue without interruption for Riverside County.

### **Client Counseling Units of Service**

**Methodology:** We will work with most, if not all, the senior centers and social security offices in Riverside, to provide Medicare and related insurance counseling at those locations. We will also accept referrals from the County Information and Assistance line to our call center. The Program Manager and Bilingual Outreach Specialist will conduct ongoing culturally competent presentations to introduce the program to the general public and community organizations. Our outreach plan will also incorporate a strong media campaign such as newspaper articles and advertisements published in local newspapers and radio spots and public service announcements. This media campaign will be crucial tool to reach clients in rural areas as well as recruiting potential volunteers, and educating the community about Medicare. Volunteers will be the backbone of the success for the Riverside HICAP and will make personalized Medicare counseling on a large scale possible.

To meet the demand for HICAP counseling generated by the various outreach strategies described in the previous section, HICAP will organize counseling sites in many cities while paying special



attention to cities where high concentrations of minority populations and high concentrations of Low Income Individuals reside. Although poverty affects all races and ethnicities a higher percentage of individuals from minority populations are low income. Counseling sites established to increase accessibility for limited English speaking individuals will also be more accessible to individuals that have low income.

- C. Describe any experience in providing public education, training, or public informational presentations. Demonstrate the ability to learn about and perform in areas of government programs, long-term care planning, and consumer protection issues.

### **Public and Media Events**

**Methodology:** A network of paid staff and volunteers will provide community education. Volunteers must be registered HICAP counselors who have undergone training in public speaking and HICAP presentations. Each year a listing of available topics will be provided to area senior centers, congregate meal sites, service organizations and churches. The organizations may call and arrange dates and times for speakers to be present. Additionally, the successful COAOC seminar called "Roadmap to Medicare" which was specifically designed for newer retirees will be duplicated in Riverside County.

As a whole, COAOC has a strong history of outreach to the community through its six programs, serving over 75,000 people, on a one-to-one basis, annually. Efforts to promote the program will involve close collaboration with all other COAOC programs. Many of our existing programs have a counterpart in Riverside County and COAOC will forge a collaboration to disseminate HICAP outreach materials. One example is the Long Term Care Ombudsman program.

We have also experienced success reaching low-income Medicare beneficiaries by following several outreach strategies which we will continued in the County of San Bernardino. The following is a brief overview of these strategies:

- **Media Campaign** – HICAP Outreach Specialists will use the media to reach low-income beneficiaries. Our current Vietnamese Outreach Specialist, Tyree Ngo, has a weekly radio show about Medicare and frequently discusses Medicare related low-income assistance program that extends throughout Southern California. Tyree also writes a weekly newspaper article and often promotes HICAP services targeting limited income clients. Her articles have generated calls from the all of Southern California because of it availability on the internet. We also have established relationships with major Spanish Radio Stations; one example is AM 1020 Univision Radio, a trusted source of important news and information.
- **Low Income Housing Communities** – HICAP will regularly contact low income housing communities and mobile home parks to schedule presentations. Many of these communities have newsletters where we will post information to promote HICAP services. HICAP currently contributes several articles in the Mobil Home News newspaper.
- **Training Professionals** – We will contact many agencies that serve low-income clients and schedule trainings for their employees. Referrals will be encouraged.

Historically, we have received many referrals from organizations such as the Social Services Agency.

In an effort to reach more individuals that are entitled to Medicare due to disability COAOC HICAP will partner with community organizations that serve this population. Some of these organizations include: NAMI, Braille Institute, Alzheimer's Association and the Social Security Administration. Our outreach efforts in partnerships with these organizations will increase our visibility with underserved disabled individuals.

Last year the COAOC HICAP Program conducted more than 350 presentations. These presentations were conducted by a network of paid staff and volunteer Community Educators and Long-Term Care Insurance Educators. Bilingual Community Educators also perform ongoing culturally competent outreach in English, Spanish, Tagalog, Vietnamese, Mandarin and Korean to introduce the program to the general public and community organizations. It is our intent to model this structure to generate impressive performance numbers in Riverside County.

We currently employ the several bilingual Counselors and Outreach Specialists. These educators have many years of experience, ranging from 3 to 20 years, and will be available to offer support to the Riverside Outreach and Education Team.

**Data Collection:** Community education data will be collected by the Community Education and Outreach (CE) Coordinator with the assistance of Registered HICAP Community Educators. The CE Coordinator will track all HICAP education requests on Public and Media (PAM) Reports. This information includes Medicare related seminar topics, location, and audience. The HICAP Community Educators will report estimated number of CE attendees back to the CE Coordinator to finalize the PAM Reports. The HICAP Manager will analyze the accuracy of all monthly and quarterly program reports for quality control.

In 2009 the California Department of Aging implemented the SHARP system for HICAP data collection. COAOC is actively using this system to track all data and would continue without interruption for Riverside County.

## **STAFFING CAPABILITY AND PATTERN**

### **A. Describe the staffing pattern that is proposed for HICAP services, and include job titles where applicable, and supervisory lines of authority.**

Finance Director:

- Performs the accounting and financial operations of the agency, including general ledger, financial reporting, and audit and tax preparation.
- Ensures compliance with all applicable funding contract terms and conditions, state and federal laws and generally accepted accounting principles.
- Manages employee benefits and human resource files.

Executive Assistant:

- Provides primary administrative support to the President/CEO and Director of Finance/HR.
- Responsibility includes benefits management, payroll, processing funds and invoices, data entry, preparing documents and reports, conducting research projects, and meeting facilitation.

Department Director:

- Manage the following administrative program functions
  - Personnel, budgets, monthly program expenses, contracts, reporting, and outcome measurement
- Provide leadership and technical support to the HICAP Program Manager to ensure the HICAP contract requirements are accomplished
- Ensure continued program funding by completing HICAP and other grant proposals as needed.
- Oversee the proper use of SHARP for reporting and track trends with SHARP reports
- Review and finalize counseling data in SHARP
- Oversee quality control measurement tools

Program Manager/Supervisor:

- The HICAP Program Manager will manage the day-to-day operations of HICAP.
- General oversight responsibilities will include the supervision of personnel and volunteers.
- Oversee all HICAP related activities including supervision & technical support of staff and volunteer counselors, call center, counseling sites and SHARP reporting.
- Review and finalize counseling data in SHARP
- Promote awareness of the Council on Aging – Orange County and HICAP services in the community through networking, public speaking engagements and writing opportunities.
- Provide essential leadership and inspiration to the Health Insurance Services/HICAP department.
- Receive & respond to inquiries and complaints made by or on behalf of Medicare beneficiaries.
- Adhere to terms, and meet deliverables of all HICAP department grants.

Legal Counsel:

- The Attorney will offer limited legal assistance to Medicare beneficiaries with preparation for Administrative Law Judge Hearings.
- Additionally, this positions will enter legal services data in SHARP

Volunteer Coordinator:

- The HICAP Volunteer Coordinator will conduct volunteer recruitment, supervise volunteer activities and provide recommendations for additional volunteer training.
- In addition, this position required the planning of volunteer trainings.
- The Volunteer Coordinator will also ensure that all volunteer related data (ex. New counselor registration data, on-going training, non-counseling time, etc.) is entered in SHARP in a timely manner.
- The management of Senior Center Counseling Sites is also under the supervision of this position

Education and Outreach Coordinator:

- The Education and Outreach Coordinator will create and maintain Medicare presentation materials.
- Supervise outreach and presentations conducted by the Outreach Specialist.
- Track the Public and Media Event data on SHARP/Peerplace
- Conduct outreach to community partners to raise awareness about HICAP services.

- Provide Medicare Seminars in the community.

Outreach Specialist (bilingual Spanish):

- The Outreach Specialist will conduct the following job functions:
  - Client case management
  - Take Spanish speaking client cases as necessary.
  - Telephone counseling as assigned.
  - Complete all SHARP documentation and submit required records when due.
  - Collaborate with HICAP volunteers and community partner organization leaders
  - Present Spanish language Medicare seminars.
    - Submit all required documentation to HICAP Outreach and Education Coordinator and SHARP

HICAP Counselors (Staff and Volunteer):

- The HICAP Counselors are responsible for:
  - Completing the New Counselor Registration (maintain registration)
  - After one year of counseling attend the LTC registration training (mandatory for staff)
  - Answer in-bound Call Center client calls
  - Provide HICAP counseling to eligible participants
  - Enter all counseling data in SHARP
  - Assist with SHARP data entry for volunteers that are yet trained on SHARP

**B. Describe the project management, technical staff, and the effective use of a broad cadre of volunteer HICAP Counselors. Describe technical staff functions and general duties, including those responsibilities that will be assigned to volunteer HICAP Counselors.**

**Methodology:** Volunteer HICAP Counselors play a vital role in any HICAP program, but especially for COAOC. Currently, COAOC HICAP has 94 Registered HICAP Counselors and just completed a New Counselor training class this month. We project that we will recruit and train 15 volunteers during fiscal year 2013-14 for the Riverside HICAP. This will add to the existing base of registered counselors.

HICAP Volunteers serve as HICAP Counselors, Community Educators and Long-Term Care Counselors. Riverside HICAP Counselors will be expected to carry out one-to-one client counseling services, peer supervision, and administrative duties. Registered Community Educators will be expected to provide community educations as well as their standard counselor responsibilities. LTC Counselors will be expected to provide counseling on complex LTC cases, which includes policy review. All the pertinent volunteer data will be tracked via the Counselor Intake form and time sheet but the Volunteer Coordinator.

**Recruitment:** Recruitment of volunteers will be an ongoing process. Consistent with COAOC practices, volunteers will be recruited through marketing and outreach efforts. Strategies will include: recruitment during community education events, invitations to join via regular mail and media campaigns (traditional and social). Additionally, the COAOC HICAP will acquire referrals from existing HICAP Volunteers, the Senior Medicare Patrol (SMP), and online volunteer recruitment websites.

**Training and evaluation:** The COAOC HICAP Program currently has a systematic and comprehensive training and supervisory structure. This process is delivered in the form of state mandated training, professional development workshops, individual monitoring, and group supervision. All trainings are conducted by the Program Manager, Legal Counsel and subject matter experts from CMS and the California Health Advocates.

All new HICAP staff and volunteers must complete a formal training process established by the California Department of Aging, to be registered as HICAP Counselors. This training incorporates Medicare information, HICAP policies and procedure, and COAOC office protocols. To be eligible for registration, trainees must complete the initial 32 training, successfully pass a written final exam and complete 15 hours of internship under the supervision of an experienced HICAP Counselor. After the initial training, HICAP Counselors must participate in a minimum of 12 hours of continuing education each year to improve their qualifications and maintain their registration status. Our program will offer monthly in-services delivered by experts in the field of health care and roundtable meetings, facilitated by experienced counselors, to provide sufficient opportunities to meet this requirement.

As the primary HICAP trainer, the Program Manager attends CDA Semi-Annual HICAP Training's, Center for Medicare Medicaid Services (CMS) sponsored trainings and Medicare Stakeholder conference calls. These trainings provide the Program Manager an advanced level of Medicare knowledge and case resolution.

The HICAP Outreach Specialists and other HICAP Counselors that perform community education will be registered as General Community Educators. The 4 hour Community Educator training consists of the following:

- Observation of at least 2 HICAP Presentations conducted by an experienced Community Educator
- Performance of one presentation in the presence of a Community Educator.

HICAP Staff Counselors that have been registered for at least 12 months and have gained an advanced level of Medicare knowledge may attend additional training to become registered Long-Term Care (LTC) Counselors. The process to be registered as a LTC Counselor includes a 12 hour advanced training which covers LTC policy review, coverage options and LTC Settings.

**Support and recognition:** The HICAP Volunteer Coordinator will directly supervise the newly recruited and existing volunteers. Group supervision will occur monthly in the form of volunteer in-service meetings. During these meetings the Volunteer Coordinator will evaluate the skill level of each volunteer, makes recommendations for additional training, and collects intakes and timesheets. Volunteer support and recognition will also entail the following proposed activities:

- Frequent volunteer contact and support via telephone, periodic notes and email.
- Recognition of the on-going contributions of our Volunteer HICAP Counselor formally on an annual basis and informally on an ongoing basis, as funds allow.
- Selection of a HICAP Volunteer of the Year made by the Program Manager and recognized at an annual volunteer appreciation celebration.

## **COORDINATION WITH NETWORK OF AGING SERVICES**

**A. Describe the methods that will be employed to coordinate with other aging/senior network services, community based services, and other HICAP services.**

In an effort to reach more individuals that are entitled to Medicare COAOC HICAP will partner with community organizations that serve this population. Some of these organizations include: NAMI, ADRC, Braille Institute, Alzheimer's Association, Department of Social Services, Senior Centers, and the Social Security Administration. Our outreach efforts in partnerships with these organizations will extend our outreach capacity. HICAP will contact the different agencies to coordinate HICAP presentations for the staff that work directly with the clients. These presentations will include information for the proper referral process and distribution of HICAP collateral material so they may assist in the marketing of the program. The success of each partnership will be measured by tracking the sources of client referrals. This will allow HICAP to focus resources on the most successful strategies.

**B. Describe the proposer agency's experience in cooperative relationships with community based services. Describe experience, if any, working with regulatory agencies at the state and federal levels.**

As a whole, COAOC has a strong history of outreach to the community through its six programs, serving over 75,000 people annually. Efforts to promote the program will involve close collaboration with all other Riverside Office on Aging programs. Our Long-Term Care Ombudsman program has paid staff or volunteer advocate assigned to each of the 1,000+ care facilities in Orange County some of which are for disabled adults. We would mirror our current relationship with the Ombudsman program in Riverside County. The Ombudsmen can disseminate HICAP outreach materials in many of their sites. Likewise the In-Home Care Management Department, which provides services to home bound and disabled adults, will promote HICAP Counseling to their clients.

COAOC has an existing relationship with the following regulatory agencies:

- CMS Program Integrity
- Health Services Advisory Group (HSAG)
- CA Department of Managed Health Care (DMHC)
- CA Department of Insurance
- CMS Office of Hearing and Appeals
- CA Office of Inspector General (OIG)
- CA Department of Justice (DOJ)
- Federal Bureau of Investigation (FBI)

**C. Describe the coordination between the counseling and legal services, as required by law. Indicate how the proposer agency will coordinate legal services/representation if contracted for.**

**Methodology:** COAOC HICAP offers very limited legal assistance. Our attorney, Julie Schoen, provides assistance in preparing for Administrative Law Judge Hearings and HMO expedited appeals. When a client calls in or meets with a counselor and the case involves filing an appeal or appearing before an Administrative Law Judge, the attorney is contacted by the HICAP Program Manager. The attorney then takes over the case and advises or represents the client. The majority of

the cases to date are related to denials of coverage or problems accessing care in an HMO. The attorney documents her cases and files legal service reports that can be accessed by the HICAP Program Manager.

## **OUTREACH AND PUBLICITY**

A. Describe how the proposer agency intends to communicate with culturally diverse communities within the service jurisdiction and the underserved populations.

As a whole, COAOC has a strong history of outreach to the community through its six programs, serving over 75,000 people annually. Efforts to promote the program will involve close collaboration with all other Riverside Office on Aging programs. Our Long-Term Care Ombudsman program has paid staff or volunteer advocate assigned to each of the 1,000+ care facilities in Orange County some of which are for disabled adults. We would mirror our current relationship with the Ombudsman program in Riverside County. The Ombudsmen can disseminate HICAP outreach materials in many of their sites. Likewise the In-Home Care Management Department, which provides services to home bound and disabled adults, will promote HICAP Counseling to their clients.

In an effort to reach more individuals that are entitled to Medicare due to disability COAOC HICAP will partner with community organizations that serve this population. Some of these organizations include: NAMI, ADRC, Braille Institute, Alzheimer's Association and the Social Security Administration. Our outreach efforts in partnerships with these organizations will extend our outreach to underserved disabled individuals.

In the past 4 years the COAOC HICAP Program has conducted an average of 249 presentations per year. These presentations are conducted by a network of paid staff and volunteer Community Educators. Bilingual Community Educators also perform ongoing culturally competent outreach in English, Spanish, Tagalog, Vietnamese, Mandarin and Korean to introduce the program to the general public and community organizations.

We currently employ bilingual Counselors and Outreach Specialists because cultural diversity is very important to COAOC. The combined efforts of Spanish and Vietnamese speaking staff and volunteers offer sufficient bilingual services during regular office hours in the event that all bilingual counselors at the Ontario office are unavailable answering other callers. All bilingual staff and volunteers will provide in person counseling at sites located in communities with a high concentrations of low-income and minority older adults. A high percentage of HICAP low-income clients served will be generated from outreach to limited English-speaking Medicare beneficiaries.

Our multipronged outreach effort will incorporate a media campaign. Tyree Ngo conducts substantial outreach to the Vietnamese community through the media. She promotes COAOC HICAP and educates the Vietnamese community through her weekly Medicare article in the Viet Herald newspaper, weekly radio show on VNCR 106.3 FM and a quarterly news reports on Little Saigon Television.

We have experienced success reaching low-income Medicare beneficiaries by following several outreach strategies that will be continued in Riverside County:

- Media Campaign – HICAP Outreach Specialists will use the media to reach low-income beneficiaries. Tyree Ngo, has a weekly radio show about Medicare and frequently discusses

Medicare related low-income assistance program. Tyree also writes a weekly newspaper article and often promotes HICAP services targeting limited income clients.

- Low Income Housing Communities – HICAP will regularly contact low income housing communities and mobile home parks to schedule presentations. Many of these communities have newsletters where we post information to promote HICAP services. HICAP contributes several articles in the Mobil Home News newspaper.
- Training Professionals – We contact many agencies that serve low-income clients and schedule trainings for their employees. Referrals are encouraged and we have received many from organizations such as the Department of Social Services Agency.

**B. Describe how the agency would conduct market research, how an eligible person would find out about the HICAP services, and what methods you would use to bring them into the system.**

COAOC utilizes the SHARP counseling intake form which includes a question about how the client has heard about HICAP. This intake question is constantly reinforced to COAOC volunteers as a critical tool for tracking successful outreach campaigns. If we purchase ad space in a newspaper or pay for radio airtime, the usefulness of these outreach tools will be gauged by inquiring of the participant, how they learned of HICAP. Outreach strategies that produce the highest number of calls to HICAP will be duplicated. This method will be used in the Riverside HICAP service area.

**INYO/MONO AREA AGENCY PROGRAM SUPPORT**

**A. Describe how the agency will assist the Inyo/Mono Area Agency with program and technical support as described in Section L., Office on Aging Requirements**

All services and methodologies used in Riverside County will be used to assist clients in the Inyo/Mono services area.

The following Service Units will be attained in PSA 16:

Clients served: 30  
Public and Media Events: 18  
Total Contacts: 192  
Estimated People Reached at Public and Media Events: 241  
Contacts with Medicare Beneficiaries Due to Disability: 21  
Contacts with Low Income Beneficiaries: 67  
All Enrollment / Enrollment Assistance Contacts: 164  
Part D (Only) Enrollment / Enrollment Assistance Contacts: 119  
Counseling Hours: 118 Hours

**B. Describe the coordination between the counseling and legal services, as required by law, indicate how the proposer agency will coordinate legal services/representation if contracted for.**

**Methodology:** COAOC HICAP offers very limited legal assistance. Our attorney, Julie Schoen, provides assistance in preparing for Administrative Law Judge Hearings and HMO expedited appeals. When a client calls in or meets with a counselor and the case involves filing an appeal or



appearing before an Administrative Law Judge, the attorney is contacted by the HICAP Program Manager. The attorney then takes over the case and advises or represents the client. The majority of the cases to date are related to denials of coverage or problems accessing care in an HMO. The attorney documents her cases and files legal service reports that can be accessed by the HICAP Program Manager.

## **OUTREACH AND PUBLICITY**

- A. Describe how the proposer agency intends to communicate with culturally diverse communities within the service jurisdiction and the underserved populations.**

**Methodology:** The Program Manager and Bilingual Outreach Specialist will conduct ongoing culturally competent presentations to introduce the program to the general public and community organizations. Our outreach plan will also incorporate a strong media campaign such as newspaper articles and advertisements published in local newspapers and radio spots and public service announcements. This media campaign will be crucial tool to reach culturally diverse clients and individuals residing in rural areas. This media outreach will also assist in the recruitment of potential volunteers, and educating the community about Medicare. Volunteers will be the backbone of the success for the Riverside HICAP and will make personalized Medicare counseling on a large scale possible.

To meet the demand for HICAP counseling generated by the various outreach strategies described in the previous section, HICAP will organize counseling sites in many cities while paying special attention to cities where high concentrations of minority populations and high concentrations of Low Income Individuals reside. Although poverty affects all races and ethnicities a higher percentage of individuals from minority populations are low income. Counseling sites established to increase accessibility for limited English speaking individuals will also be more accessible to individuals that have low income

**ATTACHMENT A  
SCOPE OF WORK**

**HICAP Federal Base  
SHIP Funds**

## ATTACHMENT A

### SCOPE OF WORK

FY 2013 – 2014

July 1, 2013 – March 31, 2014 (Nine Months)

### COUNCIL ON AGING ORANG COUNTY HEALTH INSURANCE COUNSELING AND ADVOCACY PROGRAM (HICAP Federal Base SHIP Funds)

#### PROGRAM DESCRIPTION

- A. Describe the proposer agency's interest in providing the HICAP services, and the overall concept that the agency intends to use in the provision of HICAP services. Explain the qualifications and accomplishments that would indicate the proposer's ability to deliver the services by this RFP. Document any previous relevant training and experience applicable to HICAP services.

Council on Aging – Orange County (COAOC) has provided Health Insurance Counseling and Advocacy Program (HICAP) services since the program merged with the Council on Aging– Orange County in 1998. We work with all Orange County senior centers and social security offices to provide Medicare and related insurance counseling at those locations, and we receive many referrals from the Office on Aging Information and Assistance service to our own call center. We also work with many organizations in the community such as faith based groups, civic organizations, professional groups and other aging services providers to offer educational trainings to Medicare beneficiaries, their families and caregivers and professionals about all topics related to Medicare.

As the current holder of the Orange County HICAP contract from the Orange County Office on Aging and San Bernardino County HICAP contract from DAAS, COAOC provides services to more than 5,700 counseling clients, including over 11,900 enrollment and assistance contacts each year. In addition, in the 2010-11 fiscal year, we conducted 358 Public and Media events, reaching over 900,000 individuals. Many of these individuals were reached through our extensive media outreach in the Vietnamese and Latino communities, attendees at our in-person community education presentations, health fairs and other community events. Additionally, we provide over 200 hours of legal representation and legal backup support to approximately 50 HICAP clients each year. Thanks to the tireless efforts of the qualified staff and the more than 90 HICAP Volunteers, COAOC is unrivaled in the ability to provide Health Insurance Counseling and Advocacy Program (HICAP) services to the Orange County community.

In addition to managing the Orange County HICAP program, COAOC also holds the contract for the Title III & VII Long-Term Care Ombudsman Program, a state and federally mandated program that protects and advocates for Orange County's 30,000 older and disabled adults living in skilled nursing and residential care facilities. Over 1,750 resident complaints are investigated, mediated & resolved annually.

HICAP, Long-Term Care Ombudsman and the other COAOC programs rely on the support of more than 400 volunteers. The success of all COAOC programs depends heavily on the successful recruitment, training and retention of qualified and dedicated volunteers. COAOC HICAP program we currently have 94 registered volunteers and have just completed one of the two New Counselor trainings that we offer each year. Twenty volunteers attended our most recent new

counselor training and this number will assist in maintaining the volunteer base. The average length of time that HICAP volunteers have been with the COAOC program is four years. HICAP Volunteers serve as HICAP Counselors, Community Educators, Long-Term Care Counselors and LTC Educators. Riverside HICAP Counselors will be expected to carry out one-to-one client counseling services, peer supervision, and administrative duties. Registered Community Educators will be expected to provide community educations as well as their standard counselor responsibilities. LTC Counselors will be expected to provide counseling on complex LTC cases including policy review. All the pertinent volunteer data will be tracked via the Counselor Intake form and time sheet but the Volunteer Coordinator.

**Recruitment:** Recruitment of volunteers will be an ongoing process. Consistent with COAOC practices, volunteers will be recruited through marketing and outreach efforts. Strategies will include: recruitment during community education events, invitations to join via regular mail and media campaigns (traditional and social). Additionally, the COAOC HICAP will acquire referrals from existing HICAP Volunteers, the Senior Medicare Patrol (SMP), and online volunteer recruitment websites.

**Training:** The COAOC HICAP Program currently has a systematic and comprehensive training and supervision structure. This process is delivered in the form of state mandated training, professional development workshops, individual monitoring, and group supervision. All trainings are conducted by the Program Manager, Legal Counsel and subject matter experts from CMS and the California Health Advocates.

All new HICAP staff and volunteers must complete a formal training process established by the California Department of Aging, to be registered as HICAP Counselors. This training incorporates Medicare information, HICAP policies and procedure, and COAOC office protocols. To be eligible for registration, trainees must complete the initial 32 training, successfully pass a final exam and complete 15 hours of internship under the supervision of an experienced HICAP Counselor. After the initial training, HICAP Counselors must participate in a minimum of 12 hours of continuing education each year to improve their qualifications and maintain their registration status. Our program will offer monthly in-services delivered by experts in the field of health care and roundtable meetings, facilitated by experienced counselors, to provide sufficient opportunities to meet this requirement.

**Retention:** Ongoing volunteer recognition is one key factor to retaining volunteers. COAOC HICAP conducts an annual volunteer recognition event as well as continual recognition of volunteers at the monthly training in-services.

COAOC will replicate all successful methodologies to provide services in Riverside County. In addition, COAOC will conduct a more aggressive media/marketing campaign to better reach eligible participants in more rural and distant areas of the county.

- B. Describe the proposed strategies and methods that will be used to provide the HICAP services to the broadest possible targeted population. Include who will be served, how, where, and when the services allowed under HICAP will operate. Describe the different levels of services allowable under HICAP rules and demonstrate an understanding of the requirements, responsibilities, and technical training need for operating a HICAP. Describe how these services would be managed in a cost efficient and effective manner**

by the proposer agency. Include a statement of how the program will satisfy the service requirements outlined in the RFP and the agency's understanding of HICAP specifications.

In Riverside County the following Service Units will be accomplished:

Clients served: 1,500

Public and Media Events: 104

Total Contacts: 6,029

Estimated People Reached at Public and Media Events: 15,000

Contacts with Medicare Beneficiaries Due to Disability: 887

Contacts with Low Income Beneficiaries: 2,308

All Enrollment / Enrollment Assistance Contacts: 4,491

Part D (Only) Enrollment / Enrollment Assistance Contacts: 1,133

Full Time Equivalent (FTE) Counselors/ (Counseling Hours): 22.05 FTEs / 6,029 Hours

### **Volunteer Recruitment, Training and Retention:**

**Methodology:** HICAP, Long-Term Care Ombudsman and the other COAOC programs rely on the support of more than 400 volunteers. The success of all COAOC programs depends heavily on the successful recruitment, training and retention of qualified and dedicated volunteers. In the COAOC HICAP program there are 94 registered volunteers and have just completed one of the two New Counselor trainings that we offer each year. Twenty volunteers attended our most recent new counselor training and this number will assist in maintaining the volunteer base. The average length of time that HICAP volunteers have been with the COAOC program is four years. HICAP Volunteers serve as HICAP Counselors, Community Educators and Long-Term Care Counselors. Riverside HICAP Counselors will be expected to carry out one-to-one client counseling services, peer supervision, and administrative duties. Registered Community Educators will be expected to provide community educations as well as their standard counselor responsibilities. LTC Counselors will be expected to provide counseling on complex LTC cases, which includes policy review. All the pertinent volunteer data will be tracked via the Counselor Intake form and time sheet but the Volunteer Coordinator.

**Recruitment:** Recruitment of volunteers will be an ongoing process. Consistent with COAOC practices, volunteers will be recruited through marketing and outreach efforts. Strategies will include: recruitment during community education events, invitations to join via regular mail and media campaigns (traditional and social). Additionally, the COAOC HICAP will acquire referrals from existing HICAP Volunteers, the Senior Medicare Patrol (SMP), and online volunteer recruitment websites.

**Training:** The COAOC HICAP Program currently has a systematic and comprehensive training and supervision structure. This process is delivered in the form of state mandated training, professional development workshops, individual monitoring, and group supervision. All trainings are conducted by the Program Manager, Legal Counsel and subject matter experts from CMS and the California Health Advocates.

All new HICAP staff and volunteers must complete a formal training process established by the California Department of Aging, to be registered as HICAP Counselors. This training incorporates Medicare information, HICAP policies and procedure, and COAOC office protocols. To be

eligible for registration, trainees must complete the initial 32 training, successfully pass a final exam and complete 15 hours of internship under the supervision of an experienced HICAP Counselor. After the initial training, HICAP Counselors must participate in a minimum of 12 hours of continuing education each year to improve their qualifications and maintain their registration status. Our program will offer monthly in-services delivered by experts in the field of health care and roundtable meetings, facilitated by experienced counselors, to provide sufficient opportunities to meet this requirement.

**Retention:** Ongoing volunteer recognition is one key factor to retaining volunteers. COAOC HICAP conducts an annual volunteer recognition event as well as continual recognition of volunteers at the monthly training in-services.

### **Public and Media Events**

**Methodology:** A network of paid staff and volunteers will provide community education. Volunteers must be registered HICAP counselors who have undergone training in public speaking and HICAP presentations. Each year a listing of available topics will be provided to area senior centers, congregate meal sites, service organizations and churches. The organizations may call and arrange dates and times for speakers to be present. Additionally, the successful COAOC seminar called "Roadmap to Medicare" which was specifically designed for newer retirees will be duplicated in Riverside County.

**Data Collection:** Community education data will be collected by the Community Education and Outreach (CE) Coordinator with the assistance of Registered HICAP Community Educators. The CE Coordinator will track all HICAP education requests on Public and Media (PAM) Reports. This information includes Medicare related seminar topics, location, and audience. The HICAP Community Educators will report estimated number of CE attendees back to the CE Coordinator to finalize the PAM Reports. The HICAP Manager will analyze the accuracy of all monthly and quarterly program reports for quality control.

In 2009 the California Department of Aging implemented the SHARP system for HICAP data collection. COAOC is actively using this system to track all data and would continue without interruption for Riverside County.

### **Client Counseling Units of Service**

**Methodology:** We will work with most, if not all, the senior centers and social security offices in Riverside, to provide Medicare and related insurance counseling at those locations. We will also accept referrals from the County Information and Assistance line to our call center. The Program Manager and Bilingual Outreach Specialist will conduct ongoing culturally competent presentations to introduce the program to the general public and community organizations. Our outreach plan will also incorporate a strong media campaign such as newspaper articles and advertisements published in local newspapers and radio spots and public service announcements. This media campaign will be crucial tool to reach clients in rural areas as well as recruiting potential volunteers, and educating the community about Medicare. Volunteers will be the backbone of the success for the Riverside HICAP and will make personalized Medicare counseling on a large scale possible.

To meet the demand for HICAP counseling generated by the various outreach strategies described in the previous section, HICAP will organize counseling sites in many cities while paying special

attention to cities where high concentrations of minority populations and high concentrations of Low Income Individuals reside. Although poverty affects all races and ethnicities a higher percentage of individuals from minority populations are low income. Counseling sites established to increase accessibility for limited English speaking individuals will also be more accessible to individuals that have low income.

- C. Describe any experience in providing public education, training, or public informational presentations. Demonstrate the ability to learn about and perform in areas of government programs, long-term care planning, and consumer protection issues.

### **Public and Media Events**

**Methodology:** A network of paid staff and volunteers will provide community education. Volunteers must be registered HICAP counselors who have undergone training in public speaking and HICAP presentations. Each year a listing of available topics will be provided to area senior centers, congregate meal sites, service organizations and churches. The organizations may call and arrange dates and times for speakers to be present. Additionally, the successful COAOC seminar called "Roadmap to Medicare" which was specifically designed for newer retirees will be duplicated in Riverside County.

As a whole, COAOC has a strong history of outreach to the community through its six programs, serving over 75,000 people, on a one-to-one basis, annually. Efforts to promote the program will involve close collaboration with all other COAOC programs. Many of our existing programs have a counterpart in Riverside County and COAOC will forge a collaboration to disseminate HICAP outreach materials. One example is the Long Term Care Ombudsman program.

We have also experienced success reaching low-income Medicare beneficiaries by following several outreach strategies which we will continued in the County of San Bernardino. The following is a brief overview of these strategies:

- Media Campaign – HICAP Outreach Specialists will use the media to reach low-income beneficiaries. Our current Vietnamese Outreach Specialist, Tyree Ngo, has a weekly radio show about Medicare and frequently discusses Medicare related low-income assistance program that extends throughout Southern California. Tyree also writes a weekly newspaper article and often promotes HICAP services targeting limited income clients. Her articles have generated calls from the all of Southern California because of it availability on the internet. We also have established relationships with major Spanish Radio Stations; one example is AM 1020 Univision Radio, a trusted source of important news and information.
- Low Income Housing Communities – HICAP will regularly contact low income housing communities and mobile home parks to schedule presentations. Many of these communities have newsletters where we will post information to promote HICAP services. HICAP currently contributes several articles in the Mobil Home News newspaper.
- Training Professionals – We will contact many agencies that serve low-income clients and schedule trainings for their employees. Referrals will be encouraged.

Historically, we have received many referrals from organizations such as the Social Services Agency.

In an effort to reach more individuals that are entitled to Medicare due to disability COAOC HICAP will partner with community organizations that serve this population. Some of these organizations include: NAMI, Braille Institute, Alzheimer's Association and the Social Security Administration. Our outreach efforts in partnerships with these organizations will increase our visibility with underserved disabled individuals.

Last year the COAOC HICAP Program conducted more than 350 presentations. These presentations were conducted by a network of paid staff and volunteer Community Educators and Long-Term Care Insurance Educators. Bilingual Community Educators also perform ongoing culturally competent outreach in English, Spanish, Tagalog, Vietnamese, Mandarin and Korean to introduce the program to the general public and community organizations. It is our intent to model this structure to generate impressive performance numbers in Riverside County.

We currently employ the several bilingual Counselors and Outreach Specialists. These educators have many years of experience, ranging from 3 to 20 years, and will be available to offer support to the Riverside Outreach and Education Team.

**Data Collection:** Community education data will be collected by the Community Education and Outreach (CE) Coordinator with the assistance of Registered HICAP Community Educators. The CE Coordinator will track all HICAP education requests on Public and Media (PAM) Reports. This information includes Medicare related seminar topics, location, and audience. The HICAP Community Educators will report estimated number of CE attendees back to the CE Coordinator to finalize the PAM Reports. The HICAP Manager will analyze the accuracy of all monthly and quarterly program reports for quality control.

In 2009 the California Department of Aging implemented the SHARP system for HICAP data collection. COAOC is actively using this system to track all data and would continue without interruption for Riverside County.

## **STAFFING CAPABILITY AND PATTERN**

### **A. Describe the staffing pattern that is proposed for HICAP services, and include job titles where applicable, and supervisory lines of authority.**

#### **Finance Director:**

- Performs the accounting and financial operations of the agency, including general ledger, financial reporting, and audit and tax preparation.
- Ensures compliance with all applicable funding contract terms and conditions, state and federal laws and generally accepted accounting principles.
- Manages employee benefits and human resource files.

#### **Executive Assistant:**

- Provides primary administrative support to the President/CEO and Director of Finance/HR.
- Responsibility includes benefits management, payroll, processing funds and invoices, data entry, preparing documents and reports, conducting research projects, and meeting facilitation.



Department Director:

- Manage the following administrative program functions
  - Personnel, budgets, monthly program expenses, contracts, reporting, and outcome measurement
- Provide leadership and technical support to the HICAP Program Manager to ensure the HICAP contract requirements are accomplished
- Ensure continued program funding by completing HICAP and other grant proposals as needed.
- Oversee the proper use of SHARP for reporting and track trends with SHARP reports
- Review and finalize counseling data in SHARP
- Oversee quality control measurement tools

Program Manager/Supervisor:

- The HICAP Program Manager will manage the day-to-day operations of HICAP.
- General oversight responsibilities will include the supervision of personnel and volunteers.
- Oversee all HICAP related activities including supervision & technical support of staff and volunteer counselors, call center, counseling sites and SHARP reporting.
- Review and finalize counseling data in SHARP
- Promote awareness of the Council on Aging – Orange County and HICAP services in the community through networking, public speaking engagements and writing opportunities.
- Provide essential leadership and inspiration to the Health Insurance Services/HICAP department.
- Receive & respond to inquiries and complaints made by or on behalf of Medicare beneficiaries.
- Adhere to terms, and meet deliverables of all HICAP department grants.

Legal Counsel:

- The Attorney will offer limited legal assistance to Medicare beneficiaries with preparation for Administrative Law Judge Hearings.
- Additionally, this positions will enter legal services data in SHARP

Volunteer Coordinator:

- The HICAP Volunteer Coordinator will conduct volunteer recruitment, supervise volunteer activities and provide recommendations for additional volunteer training.
- In addition, this position required the planning of volunteer trainings.
- The Volunteer Coordinator will also ensure that all volunteer related data (ex. New counselor registration data, on-going training, non-counseling time, etc.) is entered in SHARP in a timely manner.
- The management of Senior Center Counseling Sites is also under the supervision of this position

Education and Outreach Coordinator:

- The Education and Outreach Coordinator will create and maintain Medicare presentation materials.
- Supervise outreach and presentations conducted by the Outreach Specialist.
- Track the Public and Media Event data on SHARP/Peerplace
- Conduct outreach to community partners to raise awareness about HICAP services.

- Provide Medicare Seminars in the community.

Outreach Specialist (bilingual Spanish):

- The Outreach Specialist will conduct the following job functions:
  - Client case management
  - Take Spanish speaking client cases as necessary.
  - Telephone counseling as assigned.
  - Complete all SHARP documentation and submit required records when due.
  - Collaborate with HICAP volunteers and community partner organization leaders
  - Present Spanish language Medicare seminars.
    - Submit all required documentation to HICAP Outreach and Education Coordinator and SHARP

HICAP Counselors (Staff and Volunteer):

- The HICAP Counselors are responsible for:
  - Completing the New Counselor Registration (maintain registration)
  - After one year of counseling attend the LTC registration training (mandatory for staff)
  - Answer in-bound Call Center client calls
  - Provide HICAP counseling to eligible participants
  - Enter all counseling data in SHARP
  - Assist with SHARP data entry for volunteers that are yet trained on SHARP

**B. Describe the project management, technical staff, and the effective use of a broad cadre of volunteer HICAP Counselors. Describe technical staff functions and general duties, including those responsibilities that will be assigned to volunteer HICAP Counselors.**

**Methodology:** Volunteer HICAP Counselors play a vital role in any HICAP program, but especially for COAOC. Currently, COAOC HICAP has 94 Registered HICAP Counselors and just completed a New Counselor training class this month. We project that we will recruit and train 15 volunteers during fiscal year 2013-14 for the Riverside HICAP. This will add to the existing base of registered counselors.

HICAP Volunteers serve as HICAP Counselors, Community Educators and Long-Term Care Counselors. Riverside HICAP Counselors will be expected to carry out one-to-one client counseling services, peer supervision, and administrative duties. Registered Community Educators will be expected to provide community educations as well as their standard counselor responsibilities. LTC Counselors will be expected to provide counseling on complex LTC cases, which includes policy review. All the pertinent volunteer data will be tracked via the Counselor Intake form and time sheet but the Volunteer Coordinator.

**Recruitment:** Recruitment of volunteers will be an ongoing process. Consistent with COAOC practices, volunteers will be recruited through marketing and outreach efforts. Strategies will include: recruitment during community education events, invitations to join via regular mail and media campaigns (traditional and social). Additionally, the COAOC HICAP will acquire referrals from existing HICAP Volunteers, the Senior Medicare Patrol (SMP), and online volunteer recruitment websites.

**Training and evaluation:** The COAOC HICAP Program currently has a systematic and comprehensive training and supervisory structure. This process is delivered in the form of state mandated training, professional development workshops, individual monitoring, and group supervision. All trainings are conducted by the Program Manager, Legal Counsel and subject matter experts from CMS and the California Health Advocates.

All new HICAP staff and volunteers must complete a formal training process established by the California Department of Aging, to be registered as HICAP Counselors. This training incorporates Medicare information, HICAP policies and procedure, and COAOC office protocols. To be eligible for registration, trainees must complete the initial 32 training, successfully pass a written final exam and complete 15 hours of internship under the supervision of an experienced HICAP Counselor. After the initial training, HICAP Counselors must participate in a minimum of 12 hours of continuing education each year to improve their qualifications and maintain their registration status. Our program will offer monthly in-services delivered by experts in the field of health care and roundtable meetings, facilitated by experienced counselors, to provide sufficient opportunities to meet this requirement.

As the primary HICAP trainer, the Program Manager attends CDA Semi-Annual HICAP Training's, Center for Medicare Medicaid Services (CMS) sponsored trainings and Medicare Stakeholder conference calls. These trainings provide the Program Manager an advanced level of Medicare knowledge and case resolution.

The HICAP Outreach Specialists and other HICAP Counselors that perform community education will be registered as General Community Educators. The 4 hour Community Educator training consists of the following:

- Observation of at least 2 HICAP Presentations conducted by an experienced Community Educator
- Performance of one presentation in the presence of a Community Educator.

HICAP Staff Counselors that have been registered for at least 12 months and have gained an advanced level of Medicare knowledge may attend additional training to become registered Long-Term Care (LTC) Counselors. The process to be registered as a LTC Counselor includes a 12 hour advanced training which covers LTC policy review, coverage options and LTC Settings.

**Support and recognition:** The HICAP Volunteer Coordinator will directly supervise the newly recruited and existing volunteers. Group supervision will occur monthly in the form of volunteer in-service meetings. During these meetings the Volunteer Coordinator will evaluate the skill level of each volunteer, makes recommendations for additional training, and collects intakes and timesheets. Volunteer support and recognition will also entail the following proposed activities:

- Frequent volunteer contact and support via telephone, periodic notes and email.
- Recognition of the on-going contributions of our Volunteer HICAP Counselor formally on an annual basis and informally on an ongoing basis, as funds allow.
- Selection of a HICAP Volunteer of the Year made by the Program Manager and recognized at an annual volunteer appreciation celebration.

## **COORDINATION WITH NETWORK OF AGING SERVICES**

**A. Describe the methods that will be employed to coordinate with other aging/senior network services, community based services, and other HICAP services.**

In an effort to reach more individuals that are entitled to Medicare COAOC HICAP will partner with community organizations that serve this population. Some of these organizations include: NAMI, ADRC, Braille Institute, Alzheimer's Association, Department of Social Services, Senior Centers, and the Social Security Administration. Our outreach efforts in partnerships with these organizations will extend our outreach capacity. HICAP will contact the different agencies to coordinate HICAP presentations for the staff that work directly with the clients. These presentations will include information for the proper referral process and distribution of HICAP collateral material so they may assist in the marketing of the program. The success of each partnership will be measured by tracking the sources of client referrals. This will allow HICAP to focus resources on the most successful strategies.

**B. Describe the proposer agency's experience in cooperative relationships with community based services. Describe experience, if any, working with regulatory agencies at the state and federal levels.**

As a whole, COAOC has a strong history of outreach to the community through its six programs, serving over 75,000 people annually. Efforts to promote the program will involve close collaboration with all other Riverside Office on Aging programs. Our Long-Term Care Ombudsman program has paid staff or volunteer advocate assigned to each of the 1,000+ care facilities in Orange County some of which are for disabled adults. We would mirror our current relationship with the Ombudsman program in Riverside County. The Ombudsmen can disseminate HICAP outreach materials in many of their sites. Likewise the In-Home Care Management Department, which provides services to home bound and disabled adults, will promote HICAP Counseling to their clients.

COAOC has an existing relationship with the following regulatory agencies:

- CMS Program Integrity
- Health Services Advisory Group (HSAG)
- CA Department of Managed Health Care (DMHC)
- CA Department of Insurance
- CMS Office of Hearing and Appeals
- CA Office of Inspector General (OIG)
- CA Department of Justice (DOJ)
- Federal Bureau of Investigation (FBI)

**C. Describe the coordination between the counseling and legal services, as required by law. Indicate how the proposer agency will coordinate legal services/representation if contracted for.**

**Methodology:** COAOC HICAP offers very limited legal assistance. Our attorney, Julie Schoen, provides assistance in preparing for Administrative Law Judge Hearings and HMO expedited appeals. When a client calls in or meets with a counselor and the case involves filing an appeal or appearing before an Administrative Law Judge, the attorney is contacted by the HICAP Program Manager. The attorney then takes over the case and advises or represents the client. The majority of

the cases to date are related to denials of coverage or problems accessing care in an HMO. The attorney documents her cases and files legal service reports that can be accessed by the HICAP Program Manager.

## **OUTREACH AND PUBLICITY**

### **A. Describe how the proposer agency intends to communicate with culturally diverse communities within the service jurisdiction and the underserved populations.**

As a whole, COAOC has a strong history of outreach to the community through its six programs, serving over 75,000 people annually. Efforts to promote the program will involve close collaboration with all other Riverside Office on Aging programs. Our Long-Term Care Ombudsman program has paid staff or volunteer advocate assigned to each of the 1,000+ care facilities in Orange County some of which are for disabled adults. We would mirror our current relationship with the Ombudsman program in Riverside County. The Ombudsmen can disseminate HICAP outreach materials in many of their sites. Likewise the In-Home Care Management Department, which provides services to home bound and disabled adults, will promote HICAP Counseling to their clients.

In an effort to reach more individuals that are entitled to Medicare due to disability COAOC HICAP will partner with community organizations that serve this population. Some of these organizations include: NAMI, ADRC, Braille Institute, Alzheimer's Association and the Social Security Administration. Our outreach efforts in partnerships with these organizations will extend our outreach to underserved disabled individuals.

In the past 4 years the COAOC HICAP Program has conducted an average of 249 presentations per year. These presentations are conducted by a network of paid staff and volunteer Community Educators. Bilingual Community Educators also perform ongoing culturally competent outreach in English, Spanish, Tagalog, Vietnamese, Mandarin and Korean to introduce the program to the general public and community organizations.

We currently employ bilingual Counselors and Outreach Specialists because cultural diversity is very important to COAOC. The combined efforts of Spanish and Vietnamese speaking staff and volunteers offer sufficient bilingual services during regular office hours in the event that all bilingual counselors at the Ontario office are unavailable answering other callers. All bilingual staff and volunteers will provide in person counseling at sites located in communities with a high concentrations of low-income and minority older adults. A high percentage of HICAP low-income clients served will be generated from outreach to limited English-speaking Medicare beneficiaries.

Our multipronged outreach effort will incorporate a media campaign. Tyree Ngo conducts substantial outreach to the Vietnamese community through the media. She promotes COAOC HICAP and educates the Vietnamese community through her weekly Medicare article in the Viet Herald newspaper, weekly radio show on VNCR 106.3 FM and a quarterly news reports on Little Saigon Television.

We have experienced success reaching low-income Medicare beneficiaries by following several outreach strategies that will be continued in Riverside County:

- Media Campaign – HICAP Outreach Specialists will use the media to reach low-income beneficiaries. Tyree Ngo, has a weekly radio show about Medicare and frequently discusses

Medicare related low-income assistance program. Tyree also writes a weekly newspaper article and often promotes HICAP services targeting limited income clients.

- Low Income Housing Communities – HICAP will regularly contact low income housing communities and mobile home parks to schedule presentations. Many of these communities have newsletters where we post information to promote HICAP services. HICAP contributes several articles in the Mobil Home News newspaper.
- Training Professionals – We contact many agencies that serve low-income clients and schedule trainings for their employees. Referrals are encouraged and we have received many from organizations such as the Department of Social Services Agency.

**B. Describe how the agency would conduct market research, how an eligible person would find out about the HICAP services, and what methods you would use to bring them into the system.**

COAOC utilizes the SHARP counseling intake form which includes a question about how the client has heard about HICAP. This intake question is constantly reinforced to COAOC volunteers as a critical tool for tracking successful outreach campaigns. If we purchase ad space in a newspaper or pay for radio airtime, the usefulness of these outreach tools will be gauged by inquiring of the participant, how they learned of HICAP. Outreach strategies that produce the highest number of calls to HICAP will be duplicated. This method will be used in the Riverside HICAP service area.

**INYO/MONO AREA AGENCY PROGRAM SUPPORT**

**A. Describe how the agency will assist the Inyo/Mono Area Agency with program and technical support as described in Section L., Office on Aging Requirements**

All services and methodologies used in Riverside County will be used to assist clients in the Inyo/Mono services area.

The following Service Units will be attained in PSA 16:

Clients served: 30  
Public and Media Events: 18  
Total Contacts: 192  
Estimated People Reached at Public and Media Events: 241  
Contacts with Medicare Beneficiaries Due to Disability: 21  
Contacts with Low Income Beneficiaries: 67  
All Enrollment / Enrollment Assistance Contacts: 164  
Part D (Only) Enrollment / Enrollment Assistance Contacts: 119  
Counseling Hours: 118 Hours

**B. Describe the coordination between the counseling and legal services, as required by law, indicate how the proposer agency will coordinate legal services/representation if contracted for.**

**Methodology:** COAOC HICAP offers very limited legal assistance. Our attorney, Julie Schoen, provides assistance in preparing for Administrative Law Judge Hearings and HMO expedited appeals. When a client calls in or meets with a counselor and the case involves filing an appeal or

appearing before an Administrative Law Judge, the attorney is contacted by the HICAP Program Manager. The attorney then takes over the case and advises or represents the client. The majority of the cases to date are related to denials of coverage or problems accessing care in an HMO. The attorney documents her cases and files legal service reports that can be accessed by the HICAP Program Manager.

## **OUTREACH AND PUBLICITY**

- A.** Describe how the proposer agency intends to communicate with culturally diverse communities within the service jurisdiction and the underserved populations.

**Methodology:** The Program Manager and Bilingual Outreach Specialist will conduct ongoing culturally competent presentations to introduce the program to the general public and community organizations. Our outreach plan will also incorporate a strong media campaign such as newspaper articles and advertisements published in local newspapers and radio spots and public service announcements. This media campaign will be crucial tool to reach culturally diverse clients and individuals residing in rural areas. This media outreach will also assist in the recruitment of potential volunteers, and educating the community about Medicare. Volunteers will be the backbone of the success for the Riverside HICAP and will make personalized Medicare counseling on a large scale possible.

To meet the demand for HICAP counseling generated by the various outreach strategies described in the previous section, HICAP will organize counseling sites in many cities while paying special attention to cities where high concentrations of minority populations and high concentrations of Low Income Individuals reside. Although poverty affects all races and ethnicities a higher percentage of individuals from minority populations are low income. Counseling sites established to increase accessibility for limited English speaking individuals will also be more accessible to individuals that have low income

**ACTION BY WRITTEN CONSENT  
BY THE BOARD OF DIRECTORS OF  
THE COUNCIL ON AGING – ORANGE COUNTY**

The undersigned, being the Executive Committee of the directors of THE COUNCIL ON AGING – ORANGE COUNTY (the "COUNCIL"), do hereby consent in writing as of January 24, 2012 to the following actions by the Board of Directors (the "Board"):

WHEREAS, the Board has determined that it is in the best interested of the Chief Executive Officer/President of the Council, Lisa Wright Jenkins, be permitted to manage, in an expeditious manner, the day to day business activities of the Council including payment of any and all proper claims and other obligations from vendors and creditors in the form of the issuance of checks and/or various methods of electronic payment and to sign contracts on behalf of the Council;

WHEREAS, this Board has previously reviewed procedures for contracting, hiring, purchasing, and disbursing policies that implement effective internal controls that are reviewed by independent, third party auditors; and

WHEREAS, in order to expedite the payment of claims and other obligations, this Board hereby finds, determines and declares that it is necessary and proper to establish a procedure for the approval of checks and contracts of the Council;

NOW, THEREFORE, BE IT RESOLVED: That this Board hereby finds and determines that beginning July 1, 2011 for the fiscal year thereafter, the following are authorized signatories to issue checks in payment of claims or other obligations of the Council.

Lisa Wright Jenkins	Chief Executive Officer/President
Daryl YeeLitt	Board Chair
Michael Stieger	Past Board Chair
Monica Bush	2 <sup>nd</sup> Corporate Vice President & Board Vice Chair
James Glover	Treasurer
Ken Cornelison	Secretary

FURTHER RESOLVED: That any authorized signer shall have a signature limit of \$10,00 on any single payment transactions;

FURTHER RESOLVED: Any payment transactions that exceed \$10,00 must be co-signed by an authorized individual.

This Written Consent shall be filed in the minute book of the Council and become a part of the records of the Council.




IN WITNESS WHEREOF, the undersigned have executed this Written Consent as of the date first written above.

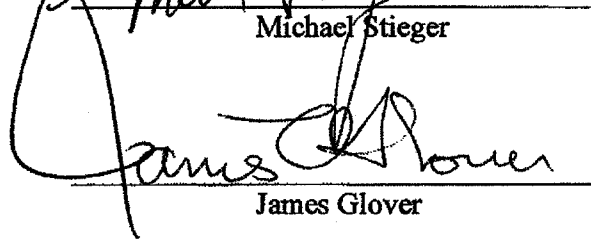


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Daryl YeeLitt



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Michael Stieger

James Glover



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Monica Bush



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Ken Cornelison

**ATTACHMENT B  
ALLOCATION**

**ATTACHMENT B**

**Contracts for Services Fiscal Year 2013/2014  
July 1, 2013 - March 31, 2014 (Nine Months)  
Vendor#**

Provider	Source Project/Grant	Program	Unit of Service	Unit Description	CFDA #	Number of Units	Unit Rate	Federal Funds	State Funds	Total Contract Amount
Council On Aging 1971 E. 4th Street, Suite 200 Santa Ana, CA 92705		HICAP	HICAP Reimbursement (Ins. Fund)		93.779	n/a	Expenses	\$0.00	\$142,719.00	
		HICAP	State HICAP Funds		93.779	n/a	Expenses	\$0.00	\$71,344.00	
		HICAP	HICAP Federal Base (SHIP Funds)		93.779	n/a	Expenses	\$95,176.00		
								\$95,176.00	\$214,063.00	\$309,239.00

**ATTACHMENT C  
BUDGET**

ATTACHMENT C

COUNTY OF RIVERSIDE  
OFFICE ON AGING  
CONTRACTOR BUDGET  
FY 2013 - 2014

July 1, 2013 - March 31, 2014 (Nine Months)

Contractor: COUNCIL ON AGING  
Program and Service: HICAP Reimbursement (Ins. Fund)

Vendor #

SECTION B REPORT EXPENDITURES	1 OOA/ CONTR BUDGET	2 PROGRAM INCOME	3 IN MATCH	4 CASH MATCH	5 OC FUND MO	6 OOA FUND YR	7 OOA BALANCE OF EXP
PERSONNEL	71,843.00						
Subtotal Personnel:	\$71,843.00	0.00	0.00	0.00	0.00	0.00	0.00
FRINGE BENEFITS	\$15,866.00						
Indirect/Admin Allocation	\$13,482.00						
Subtotal Fringe Benefits	\$29,348.00	0.00	0.00	0.00	0.00	0.00	0.00
TRAVEL	\$9,446.00						
EQUIPMENT	\$0.00						
SERVICE AND SUPPLIES (OTHER):							
Accounting	\$0.00						
Staff Training	\$482.00						
Contracts/Consultants	\$544.00						
Telephone	\$3,363.00						
Postage	\$0.00						
Advertising	\$483.00						
Rent	\$21,792.00						
Insurance	\$2,608.00						
Utilities	\$0.00						
Repair	\$0.00						
Copying/Printing	\$0.00						
Other	\$2,810.00						
Subtotal Service & Supplies (Other)	\$32,082.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>TOTAL COSTS</b>	<b>\$142,719.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>

\* "Contract Budget" column amounts are the total dollars (including Office on Aging Contract funds) projected in your budget for specified line items. (See Contract Budget Pages)

ATTACHMENT C

COUNTY OF RIVERSIDE  
OFFICE ON AGING  
CONTRACTOR BUDGET  
FY 2013 - 2014  
July 1, 2013 - March 31, 2014 (Nine Months)

Contractor: COUNCIL ON AGING  
Program and Service: HICAP Funds

Vendor:

BUDGET	EXPENDITURES	1	PROGRAM	4	EXPENSE	EXPENSE	EXPENSE	EXPENSE	EXPENSE
ITEMS		CONTRACT	INCOME	CASH	THIS M	THIS M	THIS M	THIS M	THIS M
		BUDGET		ON HAND					
				AMOUNT					
PERSONNEL		44,616.00							
Subtotal Personnel:		\$44,616.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
FRINGE BENEFITS		\$13,530.00							
Indirect/Admin Allocation		\$8,372.00							
Subtotal Fringe Benefits		\$21,902.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TRAVEL		\$0.00							
EQUIPMENT		\$0.00							
SERVICE AND SUPPLIES (OTHER):									
Accounting		\$1,742.00							
Staff Training		\$0.00							
Contracts/Consultants		\$0.00							
Telephone		\$0.00							
Postage		\$0.00							
Advertising		\$3,084.00							
Rent		\$0.00							
Insurance		\$0.00							
Utilities		\$0.00							
Repair		\$0.00							
Copying/Printing		\$0.00							
Other		\$0.00							
Subtotal Service & Supplies (Other)		\$4,826.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL COSTS		\$71,344.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

\* "Contract Budget" column amounts are the total dollars (including Office on Aging Contract funds) projected in your budget for specified line items. (See Contract Budget Pages)

ATTACHMENT C

COUNTY OF RIVERSIDE  
OFFICE ON AGING  
CONTRACTOR BUDGET  
FY 2013 - 2014  
July 1, 2013 - March 31, 2014 (Nine Months)

Contractor: COUNCIL ON AGING  
Program and Service: HICAP Federal Base (SHIP Funds)

Vendor:

SECTION	REPORT OF EXPENDITURES	GOA CONTRACTOR BUDGET	PROGRAM INCOME	IN KIND MATCH	GOA EXPANDED THIS PD	EXPANDED BUDGET	BALANCE	7
BUDGET LINE ITEM								EXP. BALANCE
PERSONNEL		44,974.00						
								0.00
								0.00
								0.00
			0.00	0.00	0.00	0.00		0.00
Subtotal Personnel:		\$44,974.00						0.00
FRINGE BENEFITS		\$10,500.00						
Indirect/Admin Allocation		\$12,040.00						0.00
								0.00
								0.00
Subtotal Fringe Benefits		\$22,540.00	0.00	0.00	0.00	0.00		0.00
TRAVEL								0.00
EQUIPMENT		\$8,418.00						0.00
SERVICE AND SUPPLIES (OTHER):								
Accounting								0.00
Staff Training		\$0.00						0.00
Contracts/Consultants		\$5,200.00						0.00
Telephone		\$0.00						0.00
Postage		\$1,508.00						0.00
Advertising		\$377.00						0.00
Rent		\$0.00						0.00
Insurance		\$0.00						0.00
Utilities		\$0.00						0.00
Repair		\$0.00						0.00
Copying/Printing		\$8,516.00						0.00
Other		\$3,643.00						0.00
Subtotal Service & Supplies (Other)		\$19,244.00	0.00	0.00	0.00	0.00		0.00
TOTAL COSTS		\$95,176.00	0.00	0.00	0.00	0.00		0.00

\* "Contract Budget" column amounts are the total dollars (including Office on Aging Contract funds) projected in your budget for specified line items. (See Contract Budget Pages)

**CERTIFICATE OF  
INSURANCE**



**CERTIFICATE OF LIABILITY INSURANCE**

7/1/2013

**Producer**

MANION/BELL INSURANCE ASSOCIATES  
 P. O. BOX 36186  
 LOS ANGELES, CA. 90036  
 (213) 387-8294\* FAX (213) 389-5833  
 LIC. # 0655274

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW

**COMPANIES AFFORDING COVERAGES**

- Company A Nonprofits' Ins. Alliance of Calif.(NIAC)  
Best: A Rated
- Company B United States Fire Ins. Co.(USFIC)  
Best: A Rated
- Company C
- Company D

**Insured**

Council on Aging of Orange County  
 1971 E. 4th Street, Ste. 200  
 Santa Ana, CA 92705

**COVERAGES**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED, NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THEIR TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS

CO	LTR	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE(MM,DD,YY)	POLICY EXPIRATION DATE(MM,DD,YY)	LIMITS	
		<b>COMM. GENERAL LIABILITY</b>				GENERAL AGGREGATE	\$2,000,000
A	X	OCCURRENCE FORM	201309600 NPO	7/1/2013	7/1/2014	PRODUCTS*COMP/OP AGG	\$1,000,000
		OTHER				PERSONAL & ADV INJURY	\$1,000,000
	X	SEXUAL MISCONDUCT(1M AGG)				EACH OCCURRENCE	\$1,000,000
	X	PROFESSIONAL LIABILITY				FIRE DAMAGE(Any one fire)	\$500,000
						MED EXP(Any one person)*	\$20,000
		<b>AUTOMOBILE LIABILITY</b>				*EXCLUDES PARTICIPANTS/STAFF	
A		ANY AUTO				COMBINED SINGLE LIMIT	\$1,000,000
		ALL OWNED AUTOS				BODILY INJURY	
	X	SCHEDULED AUTOS	2013 22727 NPO	7/1/2013	7/1/2014	(Per person)	
	X	HIRED AUTOS				BODILY INJURY	
	X	NON-OWNED AUTOS				(Per accident)	
	X	\$ 250. DED. ON COMP/COLL				PROPERTY DAMAGE	
		<b>EXCESS LIABILITY</b>					
A	X	UMBRELLA FORM	2013 22727 UMB	7/1/2013	7/1/2014	EACH OCCURRENCE	\$2,000,000
		OTHER THAN UMBRELLA FORM				AGGREGATE	\$2,000,000
		<b>VOLUNTEER ACCIDENT</b>				RETENTION	\$10,000
B	X	PRIMARY	SRG BND 4005	7/1/2013	7/1/2014	ACCIDENT LIMIT	\$10,000
		EXCESS				AD&D	\$5,000
		DEDUCTIBLE				DEDUCTIBLE	\$0
		<b>OTHER</b>					

**DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES/SPECIAL ITEMS**

RE: Health Insurance Counseling & Advocacy Program (HICAP) – FT 2013-14  
 The County of Riverside, The Department of Aging, State of California, its officers, agents, employees, and servants are included as  
 Additional insureds, with respect to work performed for the State of California under this agreement

**CERTIFICATE HOLDER & ADDITIONAL INSUREDS**

County of Riverside  
 6296 River Crest DR # K  
 Riverside, CA 92507

**CANCELLATION**

30 DAYS NOTICE OF CANCELLATION, EXCEPT 10 DAYS NON-PAYMENT OF PREMIUM SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS

**AUTHORIZED REPRESENTATIVE**

Glory Manion

213 387 8294

**THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.**

**ADDITIONAL INSURED – DESIGNATED  
PERSON OR ORGANIZATION**

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART

SCHEDULE

<p><b>Name Of Additional Insured Person(s) Or Organization(s)</b></p> <p>Any person or organization that you are required to add as an additional insured on this policy, under a written contract or agreement currently in effect, or becoming effective during the term of this policy. The additional insured status will not be afforded with respect to liability arising out of or related to your activities as a real estate manager for that person or organization.</p> <p>County of Riverside, The Department of Aging, The State of California, its officers, agents and employees</p>
<p>Information required to complete this Schedule, if not shown above, will be shown in the Declarations.</p>

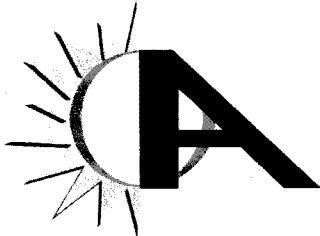
**Section II – Who Is An Insured** is amended to include as an additional insured the person(s) or organization(s) shown in the Schedule, but only with respect to liability for "bodily injury", "property damage" or "personal and advertising injury" caused, in whole or in part, by your acts or omissions or the acts or omissions of those acting on your behalf:

- A. In the performance of your ongoing operations; or
- B. In connection with your premises owned by or rented to you.

# ORGANIZATIONAL CHART



**FISCAL YEAR  
2013 – 2014  
9 MONTHS  
RIVERSIDE COUNTY  
OFFICE ON AGING  
CONTRACT**



**RIVERSIDE COUNTY  
OFFICE ON AGING**

**Fiscal Year 2013-14  
July 1, 2013 – June 30, 2014**

**Contract Period: July 1, 2013 – March 31, 2014**

**Please print (2) copies, sign, and return to our office:**

**Attn: CONTRACTS AND SERVICES OFFICE  
6296 River Crest Drive, Suite K  
Riverside, CA 92507**

**If you have any questions or concerns,  
please call our office at:  
(951) 867-3800  
Monday thru Thursday: 8:00AM to 5:00PM**

A handwritten signature or set of initials in black ink, located at the bottom right of the page.

## **SERVICE PROVIDER CERTIFICATION CLAUSES:**

**1. Compliance with HHS Regulation:** SERVICE PROVIDER hereby certifies it will comply with Title VI of the Civil Rights Act of 1964 (P.L. 88-352) and all requirements imposed by, or pursuant to the Regulation of HHS (45 CFR Part 80) issued pursuant to that title, to the end that, in accordance with Title VI of that Act and the Regulation, no person in the United States shall, on the ground of race, religion, color, national origin, ancestry, physical handicap, medical condition, marital status, age (over 40), or gender, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity for which the Service Provider receives federal financial assistance from the Riverside County Office on Aging ("RCOoA") and HEREBY GIVES ASSURANCE THAT it will immediately take any measures to effectuate this agreement.

If any real property or structure thereon is provided or improved with the aid of federal financial assistance extended to the Service Provider, or in the case of any such property, any transferee, for the period during which real property or structure is used for a purpose for which the federal financial assistance is extended or for another purpose involving the provision of similar services or benefits, this assurance shall obligate the Service Provider. If any personal property is so provided, this assurance shall obligate the Service Provider for the period during which it retains ownership or possession of the property. In all other cases, this assurance shall obligate the Service Provider for the period during which federal financial assistance is extended to it by RCOoA.

THIS ASSURANCE is given in consideration of and for the purpose of obtaining any and all federal grants, loans, contracts, property, discounts or other federal financial assistance extended after the date hereof the Service Provider by RCOoA, including installment payments after such date on account of applications for federal financial assistance which were approved before such date. The Service Provider recognizes and agrees that such federal financial assistance will be extended in reliance on the representations and agreements made in this assurance, and the United States shall have the right to seek judicial enforcement of this assurance. This assurance is binding on the Service Provider, its successors, and transferees, and the person whose signature appears below is authorized to sign this assurance on behalf of the Service Provider.

**2. Drug-Free Workplace Certification:** SERVICE PROVIDER hereby certifies compliance with Government Code Section 8355 in matters relating to providing a drug-free workplace and will:

- A. Publish a statement notifying employees that unlawful manufacture, distribution, dispensation, possession, or use of a controlled substance is prohibited and specifying action to be taken against employees for violations, as required by Government Code Section 8355(a).
- B. Establish a Drug-Free Awareness Program as required by Government Code Section 8355(b), to inform employees about all of the following:
  - (1) The dangers of drug abuse in the workplace,
  - (2) The person's or organization's policy of maintaining a drug-free workplace,
  - (3) Any available counseling, rehabilitation and employee assistance programs, and
  - (4) Penalties that may be imposed upon employees for drug abuse violations.

- C. Provide as required by Government Code Section 8355(c), that every employee who works on the proposed Contract Agreement:
- (1) Will receive a copy of the company's drug-free policy statement, and
  - (2) Will agree to abide by the terms of the company's statement as a condition of employment on the project or Award.

**3. Lobbying Certification:** SERVICE PROVIDER certifies, to the best of his knowledge and belief, that:

- A. No federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, and officer or employee of Congress, or any employee of a Member of Congress connected with the awarding of any federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any federal contract, grant, loan, or cooperative agreement.
- B. If any funds other than federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, and officer or employee of Congress, or any employee of a Member of Congress connected with the awarding of any federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
- C. The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 1352, Title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

**4. Statement of Compliance-Nondiscrimination:** SERVICE PROVIDER hereby certifies, unless specifically exempted, compliance with Government Code Section 12990 and California Code of Regulations, Title 2, Division 4, Chapter 5 in matters relating to reporting requirements and the development, implementation, and maintenance of a Nondiscrimination Program. Prospective contractor agrees not to unlawfully discriminate, harass, or allow harassment against any employee or applicant for employment because of race, religion, color, national origin, ancestry, physical disability, medical condition (including HIV or AIDS and cancer related), marital status, sex, sexual orientation (or perceived sexual orientation), age (over 40), or denial of family care leave and denial of pregnancy disability leave. Benefits may not be denied to an individual who refuses to provide information with respect to his citizenship or alien status unless such information is required by statute to determine eligibility for the benefit. As part of the civil protections under Title VI, any Service Provider receiving federal funding may not exclude anyone



otherwise eligible from receiving services because of limited proficiency in the English language. And based on the Privacy Act of 1974, it is unlawful for any federal, State, or local government to deny any individual a right, benefit, or privilege because that individual refuses to provide a Social Security number, unless disclosure of the Social Security number is required by Federal statute.

**5. Certification Regarding Debarment:** SERVICE PROVIDER (recipient of Federal/State assistance funds) certifies, by execution of this contract, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transmission by any Federal/State department or agency.

Where the prospective recipient of federal/State assistance funds is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this contract.

Recipient shall ensure that the Riverside County Office on Aging will be notified by personal delivery in writing or by registered or certified mail, postage prepaid, return receipt requested, within five (5) working days if there is any change in status regarding this certification.


**AUTHORIZED SIGNATORY FORM:**

The following persons have personally signed below and are authorized to sign documents as indicated:

**Contract Agreement/Contract Amendments/Fiscal Closeout Report**

Name: Lisa Wright Jenkins

Title: CEO/President

Signature: 

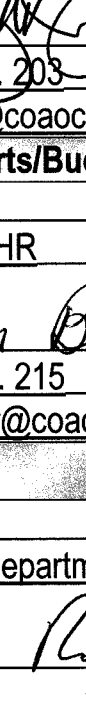
Phone: 714-479-0107 ext. 203

E-mail address: ljenkins@coaoc.org

**Monthly Financial Reports/Budget Revisions**

Name: Miriam Boulger

Title: Director of Finance/HR

Signature: 

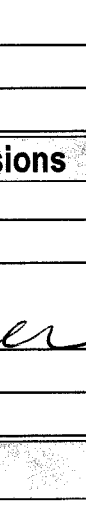
Phone: 714-479-0107 ext. 215

E-mail address: mboulger@coaoc.org

**Program Reports**

Name: Lisbeth Roberts

Title: Director of HICAP Department

Signature: 

Phone: 714-479-0107

E-mail address: lroberts@coaoc.org

As an emergency contact, our Board Chairperson's telephone number is Daryl YeeLitt 949-310-7810 and mailing address is 1971 E. 4<sup>th</sup> St., Ste. 200 Santa Ana, CA 92705

**FY 2013-14 Schedule of Important Contract Due Dates**

July 1 <sup>st</sup>	Contract begins
5 <sup>th</sup> business day of every month	Monthly Financial Request for Reimbursement (MFR) due
August 31 <sup>st</sup>	Program budget revisions due
September 30 <sup>th</sup>	Contract ends
October 31 <sup>st</sup>	Fiscal Closeout report due
90 days after the end of the contract term	Financial Audit due

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**ARTICLE I. DEFINITIONS AND RESOLUTIONS OF LANGUAGE CONFLICTS**

- A. The term "Contract Agreement" shall mean the Award Coversheet, the Terms and Conditions, the Scope of Work, Scope of Service, Program Budget, all exhibits, attachments, amendments, unless otherwise provided in this Article.
- B. "RCOoA" means the Riverside County Office on Aging. "HICAP" means Health Insurance Counseling Advocacy Program.
- C. "State" and "Department" means the State of California and the California Department of Aging ("CDA") interchangeably.
- D. "Service Provider" means the entity to which funds are awarded under this Contract Agreement and which is accountable to RCOoA for use of these funds and is responsible for executing the provisions for services of this Contract Agreement.
- E. "Subcontractor" is the legal entity that receives funds from the Service Provider to provide direct services identified in this Contract Agreement. "Subcontract Agreement" means a subcontract agreement supported by funds from this Contract Agreement.
- F. "Reimbursable item" also means "allowable cost" and "compensable item."
- G. "HHS" means the Department of Health and Human Services. "CFR" means Code of Federal Regulations. "CCR" means California Code of Regulations. "GC" means Government Code. "W&I" means Welfare and Institutions Code. "USC" means United States Code. "PCC" means Public Contract Code. "OMB" means Office of Management and Budget.
- H. "MFR" means Monthly Financial Report of Expenditures / Request for Funds.
- I. "NSIP" means Nutrition Services Incentive Program. "SFMNP" means Senior Farmer's Market Nutrition Program.
- J. "RFP" means Request for Proposals. "IFB" means Invitation for Bid.
- K. "Program income" is revenue generated by the SERVICE PROVIDER from Contract Agreement-supported activities. "Program income" is:
- 1) Voluntary contributions received from a participant or responsible party as a result of the services.
  - 2) Income from usage or rental fees of real or personal property acquired with grant funds, or funds provided under this Contract Agreement.
  - 3) Royalties received on patents and copyrights from Contract Agreement-supported activities.
  - 4) Proceeds from the sale of items attained under a Contract Agreement including the sale of RCOoA property and equipment.
  - 5) Interest earned on funds awarded by RCOoA, except for the HICAP Program.

- L. In the event of inconsistency between the articles, attachments, or provisions, which constitute this Contract Agreement, the following order of precedence shall apply:
- 1) The Older Americans Act Amendments of 2006 (OAA as amended);
  - 2) Other applicable Federal statutes and their implementing regulations;
  - 3) Older Californians Act;
  - 4) Title 22 CCR § 7000 et. seq.
  - 5) Terms and Conditions, and any amendments thereto;
  - 6) Scope of Service;
  - 7) All other attachments incorporated herein by reference;
  - 8) Program memos and other guidance issued by CDA.
- M. In the event that any provision of this Contract Agreement is unenforceable or held to be unenforceable, then the parties agree that all other provisions of the Contract Agreement have force and effect and shall not be effected thereby.

## ARTICLE II. ASSURANCES

### A. Nondiscrimination

The SERVICE PROVIDER shall comply with all federal statutes relating to nondiscrimination. These include those statutes and laws contained in the Service Provider Certification Clauses which is hereby incorporated by reference. In addition, SERVICE PROVIDER shall comply with the following:

- 1) Equal Access to Federally-Funded Benefits, Programs and Activities (Title VI of the Civil Rights Act of 1964).

SERVICE PROVIDER shall ensure compliance with Title VI of the Civil Rights Act of 1964 (42 USC Section 2000d; 45 CFR Part 80), which prohibits recipients of federal financial assistance from discriminating against persons based on race, color, religion, or national origin.

- 2) Equal Access to State-Funded Benefits, Program and Activities

The SERVICE PROVIDER shall unless exempted, ensure compliance with the requirements of the Government Code sections 11135-11139.5, and Section 98000 et. seq. of Title 22 of the California Code of Regulation, which prohibit recipients of state financial assistance from discriminating against persons based on race, national origin, ethnic group identification, religion, age, sex, sexual orientation, color, or disability. (22 CCR 98323) (Chapter 182, Stats. 2006)

- 3) The SERVICE PROVIDER assures the RCOoA that it complies with the Americans with Disabilities Act (ADA) of 1990, which prohibits discrimination on the basis of disability, as well as all applicable regulations and guidelines issued pursuant to ADA. (42 USC Sections 12101 et. seq.)

- 4) The SERVICE PROVIDER agrees to include this requirement in all contracts it enters into with subcontractors to provide services pursuant to this Contract Agreement.

B. Certifications Under Penalty of Perjury

- 1) By signing this Contract Agreement, the SERVICE PROVIDER does swear under penalty of perjury that no more than one (1) final unappealable finding of contempt of court by a federal court has been issued against SERVICE PROVIDER within the immediately preceding two-year period because of SERVICE PROVIDER'S failure to comply with an order of a federal court which orders SERVICE PROVIDER to comply with an order of the National Labor Relations Board.
- 2) By signing this Contract Agreement, the SERVICE PROVIDER swears under penalty of perjury that the SERVICE PROVIDER is not: (1) in violation of any order or resolution not subject to review promulgated by the State Air Resources Board or an air pollution control district; (2) subject to cease and desist order not subject to review issued pursuant to Section 13301 of the Water Code for violation of waste discharge requirements or discharge prohibitions; or (3) finally determined to be in violation of provisions of federal law relating to air or water pollution.
- 3) The SERVICE PROVIDER'S signature affixed hereon shall constitute a certification under the penalty of perjury under the laws of the State of California that the SERVICE PROVIDER, unless exempted, complied with the nondiscrimination program requirements of Government Code, Section 12990 (a-f) and Title 2, California Code of Regulations, Section 8103.
- 4) The SERVICE PROVIDER acknowledges in accordance with the Child Support Compliance Act that:
  - a. The SERVICE PROVIDER recognizes the importance of child and family support obligations and shall fully comply with all applicable State and federal laws relating to child and family support enforcement, including, but not limited to, disclosure of information and compliance with earnings assignment orders, as provided in Chapter 8 (commencing with Section 5200) of Part 5 of Division 9 of the Family code; and
  - b. The SERVICE PROVIDER, to the best of its knowledge is fully complying with the earnings assignment orders of all employees and is providing the names of all new employees to the New Hire Registry maintained by the California Employment Development Department.

C. Information Integrity and Security

1) Information Assets:

The SERVICE PROVIDER'S client/customer "identifying information" shall include (but are not limited to): name, identifying number, social security number, state driver's license or state identification number, financial account numbers, symbol or other identifying characteristic assigned to the individual, such as finger or voice print or a photograph. Information collected

and/or accessed in the administration of the State programs and services, and information stored in any media form, paper or electronic.

2) Encryption on Portable Computing Devices

The SERVICE PROVIDER is required to encrypt (or use an equally effective measure), any data collected under this Contract Agreement that is confidential, sensitive, and/or personal including data stored on portable computing devices (including but not limited to laptops, personal digital assistants, and notebook computers) and/or portable electronic storage media (including but not limited to, discs and thumb/flash drives, portable hard drives).

3) Disclosure

- a. The SERVICE PROVIDER shall ensure that personal, sensitive, and confidential information is protected from inappropriate or unauthorized access or disclosure in accordance with applicable laws, regulations, and State policies. The requirement to protect information shall remain in force until superseded by laws, regulations, or policies.
- b. The SERVICE PROVIDER shall protect from unauthorized disclosure of names and other identifying information concerning persons receiving services pursuant to this Contract Agreement, except for statistical information not identifying any participant.
- c. The SERVICE PROVIDER shall not use such identifying information for any purpose other than carrying out the SERVICE PROVIDER'S obligations under this Contract Agreement.
- d. The SERVICE PROVIDER shall not, except as otherwise specifically authorized or required by this Contract Agreement or court order, disclose any identifying information obtained under the terms of this Contract Agreement to anyone other than the RCOoA and CDA without prior written authorization from the CDA. The SERVICE PROVIDER may be authorized, in writing, by a participant to disclose identifying information specific to the authorizing participant.
- e. The SERVICE PROVIDER may allow a participant to authorize the release of information to specific entities, but shall not request or encourage any participant to give a blanket authorization or sign a blank release, nor shall the SERVICE PROVIDER accept such blanket authorization from any participant.

4) Training/Education

- a. The SERVICE PROVIDER must provide ongoing education and training, at least annually, for all employees, volunteers, and subcontractors who handle personal, sensitive, or confidential information. SERVICE PROVIDER employees, subcontractors and volunteers must complete the Security Awareness Training module located on CDA's website, [www.aging.ca.gov](http://www.aging.ca.gov) within 30 days of the start date of Contract Agreement or within 30 days of the start date of any new employee, subcontractor, or volunteer. The SERVICE PROVIDER must maintain certificates of completion on file and provide them to CDA upon



request. Training may be provided on an individual basis or in groups. A sign-in sheet is acceptable documentation for group training in lieu of individual certificates.

5) Health Insurance Portability and Accountability Act (HIPAA)

The SERVICE PROVIDER agrees to comply with the privacy and security requirements of Health Insurance Portability and Accountability Act (HIPAA) to the extent applicable and to take all reasonable efforts to implement HIPAA requirements. SERVICE PROVIDER will make reasonable efforts to ensure that subcontractors comply with the privacy and security requirements of HIPAA.

6) Security Incident Reporting

A security incident occurs when CDA information assets are accessed, modified, destroyed, or disclosed without proper authorization, or are lost, or stolen. The SERVICE PROVIDER must report all security incidents to RCOoA immediately upon detection. A Security Incident Report form (CDA 1025) must be submitted to CDA, via RCOoA, within five (5) business days of the date the incident was detected.

7) Notification of Security Breach to Data Subjects

- a. Notice must be given by the SERVICE PROVIDER or subcontractor to any data subject whose personal information could have been breached.
- b. Notice must be given in the most expedient time possible and without unreasonable delay except when necessary measures to restore system integrity are required.
- c. Notice may be provided in writing, electronically, or by substitute notice in accordance with State law, regulation, or policy.

8) Software Maintenance

The SERVICE PROVIDER shall apply security patches and upgrades and keep virus software up-to-date on all systems on which State data may be used.

9) Electronic Backups

The SERVICE PROVIDER shall ensure that all electronic information pertaining to RCOoA is protected by performing regular backups of automated files and databases, and ensure the availability of information assets for continued business.

D. Copyrights and Rights in Data

1) Copyrights

- a. If any material funded by this Contract Agreement is subject to copyright, the State via RCOoA reserves the right to copyright such material and the SERVICE PROVIDER agrees not to copyright such material, except as set forth in subdivisions (b) and (c) of this section.
- b. The SERVICE PROVIDER may request permission to copyright material by writing to the Director of the State Department of Aging via RCOoA. The Director shall consent to or give the reason for denial to the SERVICE PROVIDER in writing within sixty (60) days of receipt of the request.
- c. If the material is copyrighted with the consent of the State via RCOoA, the State reserves a royalty-free, non-exclusive and irrevocable license to reproduce, prepare derivative works, publish, distribute and use such materials, in whole or in part, and to authorize others to do so, provided written credit is given the author.
- d. The SERVICE PROVIDER certifies that it has appropriate systems and controls in place to ensure that State funds will not be used in the performance of this Contract Agreement for the acquisition, operation, or maintenance of computer software in violation of copyright laws.

## 2) Rights in Data

- a. The SERVICE PROVIDER shall not publish or transfer any materials, as defined in (b) below, produced or resulting from activities supported by this Agreement without the express written consent of the State, via RCOoA. That consent shall be given or denied after the written request is received by the State, via RCOoA. RCOoA may request a copy of the material for review prior to approval of the request. This subsection is not intended to prohibit SERVICE PROVIDERS from sharing identifying client information authorized by the participant or summary program information which is not client-specific.
- b. As used in this Contract Agreement, the term "subject data" means writings, sound recordings, pictorial reproductions, drawings, designs or graphic representations, procedural manuals, forms, diagrams, workflow charts, equipment descriptions, data files and data processing or computer programs, and works of any similar nature (whether or not copyrighted or copyrightable) which are first produced or developed under this Contract Agreement. The term does not include financial reports, cost analyses and similar information incidental to Contract Agreement administration.
- c. Subject only to the provisions of Article II., Section D., paragraph 1., the State via RCOoA may use, duplicate or disclose in any manner, and have or permit others to do so subject to State and federal law, all subject data delivered under this Contract Agreement.
- d. Materials published or transferred by the Service Provide shall: (a) state that, "The materials or product were a result of a project funded by a Contract Agreement with RCOoA"; (b) give the name of the entity, the address and telephone number at which the supporting data is available; and (c) include a statement that, "The conclusions and the opinions expressed may not be those of the State and/or RCOoA, and that, where applicable, the publication may not be based upon or inclusive of all raw data."

E. Law, Policy and Procedure, Licenses and Certificates

The SERVICE PROVIDER agrees to administer this Contract Agreement and require any subcontractors to administer their subcontracts in accordance with this Contract Agreement, and with all applicable, local, State, and federal laws and regulations including, but not limited to, discrimination, wages and hours of employment, occupational safety (according to the Occupational Safety and Health Administration (OSHA) Code of Federal Regulation, CFR Title 29), fire, safety, health and sanitation regulations, directives, guidelines, and/or manuals related to this Contract Agreement, and resolve all issues using good administrative practices and sound judgment. The SERVICE PROVIDER and its subcontractors shall keep in effect all licenses, permits, notices, and certificates that are required by law.

The SERVICE PROVIDER shall require language in all subcontracts to require all subcontractors to comply with all State and federal laws.

F. Standards of Work

The SERVICE PROVIDER agrees that the performance of work and services pursuant to the requirements of this Contract Agreement shall conform to accepted professional standards.

G. Conflict of Interest

- 1) The SERVICE PROVIDER shall prevent employees, consultants or members of governing bodies from using their positions for purposes including, but not limited to, the selection of subcontractors that are, or give the appearance of being, motivated by a desire for private gain for themselves or others, such as family, business or other ties. In the event that RCOoA determines that a conflict of interest exists, any increase in costs associated with the conflict of interest may be disallowed by RCOoA and such conflict may constitute grounds for termination of the Contract Agreement.
- 2) This provision shall not be construed to prohibit employment of persons with whom the SERVICE PROVIDER'S officers, agents or employees have family, business, or other ties, so long as the employment of such persons does not result in a conflict of interest (real or apparent) or increased costs over those associated with the employment of any other equally qualified applicant, and such persons have successfully competed for employment with the other applicants on a merit basis.

H. Covenant Against Contingent Fees

- 1) The SERVICE PROVIDER warrants that no person or selling agency has been employed or retained to solicit this Contract Agreement. There has been no agreement to make commission payments in order to obtain this Contract Agreement.
- 2) For breach or violation of this warranty, RCOoA shall have the right to terminate this Contract Agreement without liability or at its discretion to deduct from the Agreement price or consideration, or otherwise recover, the full amount of such commission, percentage, brokerage or contingent fee.

I. Payroll Taxes and Deductions

The SERVICE PROVIDER shall promptly forward payroll taxes, insurances, and contributions, including the State Disability Insurance, Unemployment Insurance, Old Age Survivors Disability Insurance, and federal and State income taxes withheld, to designated governmental agencies.

J. Facility Construction or Repair

- 1) When applicable for purposes of construction or repair of facilities, the SERVICE PROVIDER shall comply with the provisions contained in the following and shall include such provisions in any applicable agreements with subcontractors:
  - a. Copeland "Anti-Kickback" Act (18 USC 874, 40 USC 276c) (29 CFR, Part 3).
  - b. Davis-Bacon Act (40 USC 276a to 276a-7) (29 CFR, Part 5).
  - c. Contract Work Hours and Safety Standards Act (40 USC 327-333) (29 CFR, Part 5, 6, 7, and 8).
  - d. Executive Order 11246 of September 14, 1965, entitled "Equal Employment Opportunity" as amended by Executive Order 11375 of October 13, 1967, as supplemented in Department of Labor Regulations (41 CFR, Part 60).
- 2) The SERVICE PROVIDER shall not use payment for construction, renovation, alteration, improvement, or repair of privately-owned property which would enhance the owner's value of such property to the benefit of the owner except where permitted by law and by the State via RCOoA.
- 3) When funding is provided for construction and non-construction activities, the SERVICE PROVIDER or subcontractor must obtain prior written approval from the State via RCOoA before making any fund or budget transfers between construction and non-construction.

K. Contract Agreements in Excess of \$100,000

If funding provided herein exceeds \$100,000, the SERVICE PROVIDER shall comply with all applicable orders or requirements issued under the following laws:

- 1) Clean Air Act, as amended (42 USC 1857).
- 2) Clean Water Act, as amended (33 USC 1368).
- 3) Federal Water Pollution Control Act, as amended (33 USC 1251, et seq.).
- 4) Environmental Protection Agency Regulations (40 CFR, Part 15, and Executive Order 11738).
- 5) Benefits for Domestic Partners (Public Contract Code Section 10295.3).

L. Debarment, Suspension, and Other Responsibility Matters

The SERVICE PROVIDER certifies to the best of its knowledge and belief, that it and its subcontractors [45 CFR 92.35]: